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**India's Clean
Technology Leaders
2026**

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Life We're Actually
Living**

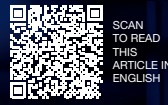
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Dr. MAGIZHNNAN VEERAKESAVELU

Building a Cleaner India Through
Engineering Excellence, Enduring Trust
and Target-Driven Leadership

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Dr. MAGIZHNNAN VEERAKESAVELU

Building a Cleaner India Through
Engineering Excellence, Enduring Trust
and Target-Driven Leadership

From three decades of diesel-engine expertise to building an Indian clean-technology enterprise with global ambition, the Founder and Director of Platino Automotive is turning engineering insight into environmental innovation.

Shweta Singh | The CEO Magazine

CLEANER INDIA, GREENER WORLD

Many companies begin with a business plan; few begin with a challenge that is too important to ignore. For Dr. Magizhnan Veerakesavelu, the challenge emerged from decades spent on diesel engines and power-generation systems — the machinery that keeps hospitals functioning, data centres connected, industries productive and critical infrastructure running. Yet behind the indispensable need for reliable power stood an increasingly urgent global question: How can an industry maintain reliable operations while moving towards cleaner air and greater environmental responsibility? For an engineer, this was not merely a matter of policy or compliance; it was a real-world problem demanding a practical, scalable solution. That conviction became the foundation of Platino Automotive Pvt. Ltd., a company founded with a clear vision: to build a Cleaner India, and thereby contribute to a Greener World.

**Dr. MAGIZHNNAN
VEERAKESAVELU**
Founder - Platino Automotive Pvt. Ltd.



PLATINO – AN ISO-CERTIFIED ORGANIZATION, REGISTERED ON GeM AND D-U-N-S, AND RECOGNIZED AS A GREAT PLACE TO WORK. PROUDLY PROTECTING THE ENVIRONMENT BY HELPING REDUCE APPROXIMATELY 450 METRIC TONS OF CARBON EMISSIONS TO DATE.

For Dr. Magizhnan, entrepreneurship is about applying wisdom to create value in the service – a value that extends beyond business to benefit customers, communities and the world they share. He believes every innovation should improve lives, every technology should serve a greater purpose, and every enterprise should leave society better than it found it. His long-term vision is to help position India as a globally respected force in clean industrial technology while developing solutions with relevance far beyond national borders. His journey demonstrates that engineering excellence, entrepreneurial courage and environmental responsibility need not compete; together, they can create enduring impact and a legacy that transcends markets and generations. *For true progress is not simply about powering industry; it is empowering the society with true solution.*

PLATINO AUTOMOTIVE: LEADING THE PATH OF PROMISE

Founded in 2022 after a focused R & D journey that began around 2020, the Chennai-headquartered Platino Automotive has emerged as an Indian enterprise specialising in advanced retrofit systems, intelligent monitoring and integrated solutions for diesel-generator applications.

Today, the company brings together more than 160 multidisciplinary professionals, two manufacturing facilities in Tamil Nadu and a nationwide service network of over 25 branches. Its growing footprint includes more than 5,000 RECD and RATS® installations, multiple patents, regulatory and technical validations, and engineering solutions designed to address particulate matter, hydrocarbons, carbon monoxide and nitrogen oxides.

Today, Platino Automotive has become one of India's leading manufacturers of Retrofit Emission Control Devices (RECD) for diesel generators, serving many of the world's most respected industrial brands. Its mission, *"Innovating Clean Mobility for a Greener Tomorrow,"* expresses its purpose, while its vision – "To become a Global Leader in Retrofit Emission-Control Technologies" defines its long-term ambition. The portfolio extends to RATS®, Retrofit NOx Control

Devices, Dual Fuel solutions and IoT and AI-enabled monitoring systems as well. Guided by innovation, quality, integrity, customer focus and sustainability, Platino has been strengthening its position at the convergence of clean technology, industrial engineering and responsible growth – leading the path of promise.

FROM HUMBLE BEGINNINGS TO NATIONAL IMPACT

Born into a modest family and educated in a government school, Dr. Magizhnan Veerakesavelu learned resilience early in life. Opportunities were limited, but ambition was not. During his engineering years, he was profoundly influenced by **Sardar Dr. S. A. Raja, the Chairman of The Indian Engineering College**, whose unwavering commitment to providing quality education and steadfast support for economically underprivileged students left an indelible mark on him. This inspiring example shaped a lifelong conviction that true success is measured not merely by personal achievements, but by the ability to uplift and empower others. That belief would later influence the values and culture of Platino Automotive, reinforcing Sardar Dr. S. A. Raja's view that enterprise must create value not only for business, but also for people and society. **Mr. Naresh Chander Oberoi, Chairman of Powerica Limited**, inspired a culture of unwavering commitment, relentless hard work, and uncompromising focus on end results – values that have shaped every Platino innovation and guided its journey toward sustained success.

Across more than three decades in diesel power systems, diagnostics and industrial engineering, Dr. Magizhnan built a reputation as a trusted problem solver. His experience with Gmmco, Caterpillar organisations in India and Energyst Caterpillar in United Kingdom exposed him to world-class operational environments and strengthened his expertise in troubleshooting, emission systems and industrial power solutions. Rather than retreating from assignments others considered difficult, he developed a philosophy that became central to his professional character: **"Say Yes First, Then Find the Solution."** For him, every demanding assignment was an opportunity to learn, and every seemingly impossible problem was an invitation to engineer an answer.

That mindset eventually found a larger purpose. Recognising the growing environmental impact of diesel-generator emissions, Dr. Magizhnan invested significantly in research and development to create practical emission-control solutions, culminating in Platino's Retrofit Emission Control Device (RECD), designed to help organisations reduce emissions without



replacing existing generator infrastructure. As Founder and Managing Director of Platino Automotive Pvt. Ltd., he combined engineering expertise, entrepreneurial courage and environmental responsibility to build a rapidly growing clean-technology enterprise that crossed **₹100 crore** in annual sales and developed a customer portfolio exceeding 1,000 organisations. Beyond these commercial achievements, the company's rise reflects a broader story of customer trust, employee empowerment, disciplined execution and long-term vision.

Dr. Magizhnan's journey demonstrates that leadership is never determined by where one begins, but by the courage to keep learning, the willingness to confront difficult problems and the purpose with which progress is pursued. For him, engineering is not merely about making machines perform better; it is about making progress perform more responsibly – Transforming humble beginnings into higher ambitions, daunting challenges into engineered solutions, professional experience into purposeful enterprise, and industrial innovation into a driving force for a cleaner, greener future. *'After all, your starting point may shape your story, but it never has to determine your destination,'* says Dr. Magizhnan.

LEADERSHIP STYLE: SOFT ON PEOPLE, TOUGH ON ACHIEVEMENT

One of the defining characteristics of Dr. Magizhnan's leadership is Right Balance. He believes people thrive when treated with dignity, trust and respect, yet he remains uncompromising on execution, accountability, quality and customer commitments. His philosophy, *"Soft on People, Tough on Achievement"* has helped create a culture in which employees have the freedom to think, question and innovate, while fully understanding the responsibility that accompanies that freedom.

Rather than micromanaging teams, Dr. Magizhnan leads through clarity. Objectives are clearly communicated, expectations remain transparent, and employees are encouraged to challenge assumptions and contribute ideas regardless of seniority. The result is a high-performance learning organisation where technical development, leadership growth and knowledge sharing are embedded in everyday operations. For him, sustainable success is possible only when people continuously strengthen their capabilities, and leadership is not about control, but about creating an environment in which people can perform at their highest potential.

The same philosophy extends to customers. Dr. Magizhnan consistently places long-term trust above short-term gains, allowing customer outcomes to influence product design, quality, after-sales support, service response and strategic decision-making. His guiding belief, *"A satisfied customer creates the next customer"*, captures a philosophy that values relationships over transactions. For Dr. Magizhnan, therefore, leadership is ultimately about bringing out the best in people while delivering the best for customers. Be soft enough to empower people, yet tough enough to pursue achievement; give employees the freedom to innovate, yet the responsibility to deliver; earn one customer's confidence, and that confidence can create the next. It's as simple as this:

"GREAT LEADERSHIP DOES NOT TIGHTEN ITS GRIP – IT STRENGTHENS ITS PEOPLE; AND GREAT BUSINESS DOES NOT MERELY WIN CUSTOMERS – IT WINS THEIR TRUST."

THE ENGINEER BEHIND THE ENTERPRISE

Long before he became an entrepreneur, Dr. Magizhnan was an engineer immersed in the realities of engines, power systems, diagnostics and customer expectations. His experience in the diesel-engine and power-generation domain, including exposure to Caterpillar systems and Kirloskar gave him something market research alone could never provide: proximity to the problem. He understood how engines perform under real operating conditions, the importance of uptime, the consequences of excessive back pressure, the complexity of varying duty cycles and the expectations of customers whose operations cannot afford unreliable power. As regulatory attention to diesel-generator emissions intensified around 2020, he began directing this experience towards indigenous emission-control technology as a solution engineered from the perspective of the engine itself. That distinction became central to Platino's engineering philosophy.



“THE MOST MEANINGFUL INNOVATIONS OFTEN COME FROM THOSE WHO HAVE LIVED WITH A PROBLEM LONG ENOUGH TO UNDERSTAND WHAT A REAL SOLUTION MUST ACHIEVE.”

Research led to prototypes; prototypes demanded testing; testing drove refinement; and refinement required rigorous validation. There were no shortcuts. What began as an R&D initiative ultimately evolved into an enterprise with a larger ambition: to build an Indian-origin clean-technology company capable of delivering practical, validated and increasingly intelligent environmental solutions.

FROM PROBLEM TO PLATFORM: BUILDING CONFIDENCE AND GROWTH

Platino entered an emission-control market where credibility could not be claimed — it had to be earned. Branded players displayed established history, greater scales and deeply rooted customer relationship. For a young Indian company, the challenge extended far beyond developing a product: it had to demonstrate that its engineering could perform, quality could endure and promises could be trusted. That required technical

depth, specialised supply partnerships, sustained investment in R&D and manufacturing, rigorous testing and certification, and above all, the confidence of customers willing to believe in a new upcoming name.

Platino responded not with claims but with evidence — one validation at a time, one installation at a time and one relationship at a time. Each technical challenge became an opportunity to learn; every successful deployment added field experience; and every customer interaction offered insight into what could be improved next. In a sector where trust is built through performance, the company understood that reputation would not arrive overnight. It would have to be engineered, demonstrated and earned.

Over time, this approach evolved into an integrated operating model connecting research, engineering, manufacturing, deployment, service and field learning. Ideas move from possibility to practical application, while real-world experience returns to inform the next cycle of improvement. Headquartered in Chennai, with a 50,000 sq. ft. office at Ambattur Industrial Estate and manufacturing facilities at Sriperumbudur and Madhavaram, Platino has complemented its production base with a nationwide service network that extends customer engagement beyond installation and throughout the product's operating lifecycle. For Dr. Magizhnan, however, the most important transition is not simply from research to technology or from product to market — it is from individual expertise to



institutional capability. A technology enterprise cannot depend indefinitely on the knowledge of its founder; it must build capable teams, robust systems, and a culture that can carry its vision forward.

“A FOUNDER MAY BEGIN WITH A VISION, BUT ONLY A COMMITTED TEAM CAN GIVE THAT VISION THE STRENGTH TO GROW BEYOND THE FOUNDER.”

FROM EMISSION CONTROL TO ENVIRONMENTAL INTELLIGENCE

At the heart of Platino Automotive's proposition lies one of modern industry's defining challenges: how to advance environmental responsibility without compromising operational reliability? The company is addressing this intersection through an expanding portfolio that includes Retrofit Emission Control Devices (RECD), RATS® after-treatment systems, Retrofit NOx Control Devices, Dual Fuel Kit solutions, IoT and AI driven emission monitoring and turnkey compliance capabilities. Together, these offerings signal a broader evolution, from controlling pollutants to creating greater visibility, intelligence and lifecycle value. Platino's

RECD and RATS® systems are engineered to address pollutants such as particulate matter, carbon monoxide and hydrocarbons in diesel-generator exhaust. Central to this approach is a critical performance consideration: back pressure. Effective after-treatment must reduce harmful emissions without compromising the operating characteristics of the engine it serves. Platino therefore places strong emphasis on low-back-pressure design, system compatibility and dependable performance under real-world conditions, where engineering is ultimately tested not by theory alone, but by how consistently it performs in the field.

The company has further expanded its commitment to clean air technologies by introducing PlatiNOx, its Retrofit NOx Control platform based on Selective Catalytic Reduction (SCR) technology, enabling effective reduction of nitrogen oxide (NOx) emissions. Its PlatiNOx solution, described by the company as India's first ARAI-tested Retrofit NOx Control Device, marks an important progression towards a more comprehensive approach to exhaust after-treatment. For Platino, this represents a strategic evolution from individual products towards an integrated technology platform, and from emission control to a more intelligent era of environmental management. This transition could become one of the defining shifts in the industry. The



next generation of environmental technology may not simply reduce pollutants. It may increasingly help operators understand system performance, identify maintenance requirements, diagnose issues remotely and optimise performance through data. The ambition is not merely to manufacture devices, but to build capabilities across emission control, monitoring, diagnostics, engineering integration, implementation and lifecycle support.

ENGINEERING TRUST: WHY VALIDATION MATTERS?

In a highly regulated engineering sector, innovation alone is never enough. **Technology must be tested. Performance must be proven. Quality must be repeatable.** Platino Automotive's journey has therefore been shaped by rigorous validation, certification and compliance processes involving recognised institutions such as ARAI and iCAT. Its technical milestones include CPCB-approved RECD products, multiple patents across emission-control technologies, ISO 9001, ISO 14001 and ISO 45001 certifications, low-back-pressure technology validation, active regeneration systems, and assessments covering noise, stability and vibration. For a young engineering enterprise, these achievements serve a purpose far greater than recognition: *'They establish credibility through evidence.'*

Markets may initially be drawn to a compelling idea, but industrial customers ultimately make decisions based on performance, reliability, support and proven results. This understanding has shaped Platino's approach from engineering and manufacturing to deployment and after-sales service. Validation is not treated merely as a regulatory requirement; it is part of the discipline through which innovation earns acceptance and technical capability becomes customer confidence.

Dr. Magizhnan's philosophy captures this progression with clarity: *"Technology may open the door. Quality may earn recognition. But trust is what keeps you there."* That principle extends throughout the organisation. Platino's zero-defect mindset is supported by disciplined process control, rigorous inspection, validation and continuous improvement – reinforcing the belief that quality cannot be inspected into a product at the end; it must be engineered into it from the beginning. Ultimately, Platino defines success not simply by winning the first order, but by earning the confidence that brings the customer back. *"Repeat business means repeated success, and it becomes evidence of the trust sustained through performance,"* believes Dr. Magizhnan. Platino Automotive Pvt. Ltd. received the **No. 1 RECD EcoTech & Sustainability Innovation at the Times of India Ecopreneur Awards**



2026 at Delhi, honouring the company's pioneering advancements in Retrofit Emission Control Device (RECD) technology and its significant contribution to sustainable emissions reduction.

The company was also honoured with the **Excellence in Green Emissions Control & Innovation** Award at the India Green Awards 2026 held at Udaipur, Rajasthan, recognizing its excellence in clean technology, engineering innovation, and commitment to environmental sustainability.

Dr. MAGIZHMAN VEERAKESAVELU WAS HONoured AS THE TOP SUSTAINABILITY CHAMPION 2026 AT THE INDIA GREEN AWARDS IN RECOGNITION OF HIS VISIONARY CONTRIBUTIONS TO GREEN EMISSIONS CONTROL, PATENT-DRIVEN INNOVATION, AND TECHNOLOGICAL ADVANCEMENTS THAT ARE SHAPING A CLEANER AND MORE SUSTAINABLE FUTURE.

THE CORE DIFFERENCE: ENGINEERED IN INDIA NEED NOT MEAN ENGINEERED ONLY FOR INDIA

In clean technology, competitive advantage rarely rests on a single product. It is built through the strength of the ecosystem behind it. Platino Automotive's approach brings together proprietary engineering, intellectual property, continuous research and development, in-house manufacturing, technical validation, field experience, nationwide service and application expertise. Individually, each creates value; together, they form an integrated operating platform designed to support innovation, execution and long-term relevance.

India itself provides a demanding engineering environment. Technologies must perform across varying temperatures, dust conditions, duty cycles and infrastructure contexts - often far beyond the predictability of controlled laboratory settings. For Platino, designing for these realities has generated practical field knowledge and application insight. It is engineer-shaped not only by experience, but also by complexity.

That distinction is central to Platino's international ambition: *'Engineered in India need not mean engineered only for India.'* As the company evaluates opportunities beyond its domestic market, it recognises that every new geography brings distinct regulations, technical requirements, market structures and competitive pressures. Global expansion, therefore, is not treated as an assured outcome but as a disciplined



progression – one that must be supported by adaptability, credible partnerships, regulatory alignment and proven performance.

THE LEGACY BEHIND THE IMPACT

Dr. Magizhnan measures success differently from the conventional business leaders. Revenue growth and market share matter, but they are not the ultimate objective. He measures success by the positive impact he creates through contributions to society, meaningful customer outcomes, employee growth—as reflected in the company's recognition as a Great Place to Work (2025–2026)—and environmental stewardship. His journey demonstrates that meaningful leadership extends beyond boardrooms and balance sheets: it lies in developing technologies that improve environmental outcomes, empowering people to grow and building enduring customer relationships. As India continues its industrial transformation, his story illustrates how engineering excellence, entrepreneurial vision and responsible leadership can work together to create long lasting value.

Numbers attract attention, but what they represent is often more important. As seen earlier, more than 5,000 RECD and RATS® installations represent accumulated field experience; and 25+ service branches demonstrate production capability and operational depth, bringing the company closer to its customers. This may be Dr. Magizhnan's most significant leadership achievement: not simply building a company, but building a team capable of carrying the company forward. His philosophy emphasises ownership, technical competence, customer understanding, continuous learning and the courage to make considered decisions even when the road ahead is not fully visible. Dr. Magizhnan emphasises: *“Leadership is not about being the strongest person in the room. It is about making everyone in the room stronger.”*



The objective, he believes, is not to create followers, but to develop more leaders — people capable of carrying forward the purpose, strengthening the institution and creating an impact greater than any one individual. The true legacy of leadership is not merely the milestones a leader reaches, but the strength given to others to travel farther. After all, the greatest leader is not the one who creates followers, but the one who creates leaders.

“SUCCESS IS NOT MEASURED BY HOW MUCH WEALTH WE MAKE. IT IS MEASURED BY HOW MANY LIVES WE IMPROVE, HOW MANY PROBLEMS WE SOLVE, AND WHAT KIND OF PLANET WE LEAVE FOR THE NEXT GENERATION.”

TURNING STONES INTO (S)MILESTONES

Every entrepreneurial journey develops its own language. For Platino Automotive, one defining

metaphor captures the philosophy behind its progress: **Turning Stones into (S)milestones**. It actually reflects the mindset that shaped the company's formative years: challenges were not simply obstacles to overcome, but opportunities to build capability, credibility and resilience.

Customer hesitation created the need to demonstrate performance. A limited market history demanded evidence. Supply-chain constraints strengthened the importance of dependable partnerships. Certification challenges drove engineering refinement, while competition sharpened the need for meaningful differentiation. The stones did not disappear; the organisation learned to build with them. Each challenge became part of a larger process through which technical knowledge deepened, execution matured and market confidence was progressively earned!

This is exactly where Dr. Magizhnan's engineering mindset converges with his entrepreneurial philosophy. A difficult test is not merely an obstacle; it generates insight. An unsuccessful iteration is not necessarily wasted effort; it reveals what must change. Over time, this approach has helped cultivate an organisation in which challenges strengthen capability, capability builds confidence and confidence creates momentum. For investors and strategic collaborators, that resilience matters: enduring enterprises are rarely defined by the absence of difficulty, but by their ability to convert complexity into competence and experience into scalable strength.

As Dr. Magizhnan puts it precisely, *“We did not build our journey by finding a road without stones. We built it by learning how to turn every stone into a step forward.”* That philosophy continues to shape Platino's journey everyday — from ‘engineering challenges to commercial opportunities’, and from ‘lessons learnt today towards tomorrow's achievements.’ Obviously, the stones along the road do not have to stop the journey; in the right hands, they can become the very foundation on which the next milestone is built!

“From a promising startup to a ₹100 crore organisation within just three years, Platino's remarkable growth journey reflects its strong foundation in innovation, technology, and customer trust.”

PEOPLE BEHIND THE TECHNOLOGY: BUILDING AN INSTITUTION, NOT MERELY A WORKFORCE

Techno-companies often speak about innovation as though it exists independently of people. Actually, it does

not. Behind every patent is a questioning mind; behind every certification is a team that has worked through demanding technical requirements; and behind every successful installation are engineers, manufacturing professionals, service teams and customer-facing personnel who turn specifications into real-world performance. **At Platino Automotive, technology may define the product, but people give it purpose, precision and progress.**

The company brings together multidisciplinary capabilities across research and development, engineering, manufacturing, quality, operations, service and customer engagement. Its talent philosophy is centred on technical competence, a ‘customer-first’ mindset and a shared commitment to innovation and sustainability. Training, upskilling and leadership development are complemented by employee engagement, cultural initiatives and recognition programmes — creating an environment where knowledge is shared, collaboration is strengthened and individuals are encouraged to grow with the organisation.

For Dr. Magizhnan, the larger objective is not simply to expand a workforce, but to build an institution. A founder's expertise has limited reach if it remains with the founder; sustainable growth begins only when individual knowledge becomes collective capability, embedded in teams and systems. **The true measure of organisational maturity, therefore, is not how much one leader knows, but how effectively knowledge is transferred, multiplied and transformed into institutional strength.**

It is the shift from individual expertise to collective intelligence, from a founder-driven vision to an organisation capable of carrying that vision forward. Undoubtedly, enduring enterprises are not built by one person having all the answers; they are built by creating teams with unique confidence, competence and commitment to discover the answers!

A JOURNEY OF PROGRESS: FROM RESEARCH TO AN EXPANDING TECHNOLOGY PLATFORM

Platino's journey began in 2020 with focused research into retrofit emission-control technology for diesel-generator applications. The objective was clear but technically demanding: to develop practical solutions capable of reducing harmful emissions while respecting the operational realities of industries that depend on reliable power. What started as a focused engineering pursuit gradually laid the groundwork for a larger clean-tech vision.

IN 2022

That vision took institutional form with the incorporation of Platino Automotive Pvt. Ltd. The transition from an R&D initiative to an organised enterprise created a platform through which research, engineering, manufacturing and customer engagement could be brought together.

BY 2023

Regulatory and technical validation across the company's RECD portfolio had become central to build market credibility, strengthening the foundation for wider deployment and greater customer confidence.

IN 2024

The strategic collaboration with Powerica Limited, a pioneer in the diesel generator industry, has been instrumental in strengthening the company's ecosystem, expanding its capabilities, and broadening its horizons towards innovation and sustainable growth.

BY 2025

The development of PlatiNOx technology and remote emission-monitoring capabilities signalled a significant progression — from conventional emission-control equipment towards environmental solutions designed to support greater visibility.

IN 2026

IoT & AI - enabled emission monitoring system and commercial vehicle RECD. The journey of progress continues — steadily, confidently and promisingly...

THE NEXT INDUSTRIAL FRONTIER: FROM COMPLIANCE TO INTELLIGENCE

The global environmental technology landscape is entering a new era. Regulations are becoming more demanding, sustainability is moving higher on the corporate agenda, and customers increasingly expect visibility, accountability and measurable performance. Yet critical infrastructure and industrial operations still depend on reliable power. At the intersection of these priorities lies



a significant opportunity: *to make environmental performance and operational reliability work together, rather than compete.* The companies best positioned for this next phase will be those capable of combining environmental performance with engineering reliability, digital monitoring and lifecycle intelligence. Platino is aligning its future development with this convergence through continued investment in research and development, intelligent emission-control technologies, connected monitoring, remote diagnostics, predictive-maintenance capabilities and broader environmental solutions.

The direction represents a fundamental shift: *from hardware to intelligence, from periodic observation to continuous visibility, from standalone devices to connected systems, and from conventional compliance equipment to integrated environmental technology platforms.* The transition is ambitious, and its success will depend on technological advancement, market adoption, regulatory alignment and disciplined execution. Yet the opportunity is equally compelling. As environmental technology becomes increasingly integrated into the digital transformation of industry, the next frontier will belong to enterprises capable of connecting cleaner performance with smarter intelligence. For Platino, the future is not simply about meeting the standards of tomorrow — it is about building the intelligence to understand, adapt to and advance beyond them.

THE LEADERSHIP LEGACY

Ask Dr. Magizhnan about leadership and the answer eventually returns to people. The patents belong to teams that questioned existing solutions. The certifications belong to those who endured the discipline of testing and validation. The manufacturing facilities represent collective execution. The service network represents people standing close to customers. The installations represent thousands of individual acts of engineering, coordination and support. For those entering the emission-control industry, or taking the courageous first step towards building an enterprise of their own, Dr. Magizhnan offers advice shaped by decades of engineering experience and entrepreneurial perseverance:

- Do not build a business merely to chase quick returns. Upgrade yourself with updated knowledge. Build technology through refined R & D. Build that universal trust. Returns will follow.
- Build robust manufacturing capabilities. Never compromise on quality.
- Entrepreneurship is not about how quickly you reach the top. It is about what you build on the way up — and whether people can trust it when you get there.
- Technology may open the door. Quality may earn recognition. But it is TRUST that keeps you there.
- Build something that succeeds today — but matters tomorrow.
- Never forget the ABCD Rule - 'Always Be Confident and Disciplined'

THE ROAD AHEAD

Platino believes that industrial progress and environmental responsibility are two sides of the coin — equally vital in safeguarding the society and shaping a sustainable future. With innovation as its driving force, along with engineering excellence and enduring customer trust as its core-strength, the company aspires to set a global benchmark in intelligent emission-control solutions while contributing to India's sustainability goals. The real industrial progress is measured not merely by how far industry moves forward, but by the cleaner, healthier world it leaves behind for generations to come.

The road ahead will demand deeper research, rigorous validation, smarter digital capabilities, meaningful partnerships and the agility to respond to evolving markets and regulations. As Platino looks beyond India, the opportunity is equally profound: to carry engineering knowledge shaped by demanding real-world conditions into new geographies where the need for cleaner, reliable industrial solutions is just as urgent.

The company has established strategic collaborations with leading OEMs in the diesel generator industry, including Cummins, Kirloskar, Gmmco Limited (Caterpillar), Gmmco Power (Perkins), Greaves, and Mahindra, strengthening its industry presence and technological ecosystem.

Platino has emerged as a trusted name among leading organisations across diverse industries, with its emission control solutions being adopted by some of the most respected global and Indian enterprises. The company's growing customer portfolio includes renowned names such as ABB, Alstom, Vodafone, Airtel, GE, Honeywell, Daikin, Sandoz, Sun Pharma, Cipla, KONE, TCS, Cisco, ITC Hotels, Suzuki Motors, STT Data Centers, Royal Enfield, Ashok Leyland, Adani, Reliance, Aditya Birla Group, D-Mart, Siemens, The Times of India, Swiggy, Zomato, Hexaware, Infosys, Domino's, GMR, TVS, HLL, Foxconn, Larsen & Toubro (L&T), Mercedes-Benz, CUMI, Hindustan Petroleum, Bharat Petroleum, Indian Oil Corporation (IOCL), Bosch, Godrej, and many more.

Beyond the corporate sector, Platino has also successfully contributed to critical infrastructure projects through prestigious government and public sector engagements, including installations for airports and organisations such as NTPC and HPCL, further reinforcing its reputation for reliability, engineering excellence, and trusted performance.

Also, for Dr. Magizhnan, the journey has never been towards a destination defined by one product, one patent or one market. His ultimate ambition is to build an institution that continues to innovate and grow long after today's technologies give way to tomorrow's possibilities. The future will keep changing, and its challenges will keep evolving; the organisations that endure will be those with the courage and capability to evolve with them. Perhaps Platino Automotive's greatest innovation will not be any single technology it creates, but its enduring capacity to keep creating what the future demands:

*THE ABILITY TO EVOLVE,
AS WELL AS THE VISION
TO REVOLVE, AROUND THE
NEEDS OF AN EVER-CHANGING
WORLD!*