

**"We Imprint Trust": How RIDHI Enterprise is Redefining the Batch Coding Industry in India**

## Ridhi Enterprise

**Industry:** Industrial packaging and batch coding

*In the highly specialized world of industrial packaging and batch coding, **RIDHI Enterprise** has emerged as a formidable player. Driven by a core philosophy of honesty, prompt service, and competitive pricing, the company is making significant strides in the Thermal Inkjet (TIJ) printer market. Not content with merely importing technology, RIDHI Enterprise has recently achieved a major milestone by successfully developing its own indigenous handheld TIJ printer, aligning perfectly with the nation's "Make in India" initiative. In an exclusive interview with smetimes.in, the driving force behind RIDHI Enterprise reflects on a two-decade journey from a grassroots sales executive to an industry leader, the challenges of navigating global import policies, and the ambitious vision to establish a physical footprint in every Indian state.*

**Q 1. Could you briefly introduce yourself?**

My journey in this sector started at the very grassroots level as a sales executive. Despite holding a double MBA, I did not receive a direct, high-level placement; instead, I had to work my way up through sheer hard work and honesty to reach where I am today. I now have over 20 years of hands-on experience in the batch coding printers industry. While I consider myself a hardcore sales professional at heart and know this industry inside out, I firmly believe there is always more to learn and explore. Throughout my career, my foundation has remained constant: my work is entirely based on honesty and truth.

**Q 2. What is your long-term vision for the company?**

Our primary long-term vision is to establish RIDHI Enterprise as the biggest Thermal Inkjet (TIJ) brand in India. More importantly, we aim to aggressively expand our "Make in India" footprint by launching all types of localized TIJ products, encompassing both handy, portable devices and online integrated systems.

**Q 3. Which key industries do you currently serve, and how do your solutions create an impact for them?**

While our batch coding solutions are applicable across all types of industries, our major market share is concentrated within the food processing, fertilizers, and automobile sectors. The impact RIDHI Enterprise delivers is centered around three core elements: highly competitive pricing, exceptional product quality, and—most crucially—prompt after-sales service. This combination gives us a distinct edge in the market, making our brand the preferred choice for customers looking for reliable batch coding applications.

**Q 4. What would you like prospective clients or strategic partners to know about your company?**

Our core motto is: "We Imprint Trust." When prospective clients look at RIDHI Enterprise, I want them to see an organization that stands for unwavering product quality, exceptional after-sales support, and strictly on-time delivery.

**Q 5. From your perspective, how is digital transformation changing the way MSMEs operate today?**

It is undeniably changing everything. Digital media has completely revolutionized how businesses function and reach their target audiences. While the vast majority of this transformation is positive and highly beneficial for growth, it can sometimes present challenges or spread misinformation. Overall, however, it is creating a massive and largely constructive impact on our daily operations and business strategies.

**Q 6. What are your expansion plans for the near future?**

We have a very clear, Pan-India expansion plan: we are strategically working toward opening our own dedicated RIDHI Enterprise offices in every single state across India.

**Q 7. What has been your proudest moment since starting this venture?**

There have been two major proud moments. The first was successfully securing the BENTSAL distributorship for India, which was a significant milestone.

The most recent, and perhaps my proudest achievement, is successfully developing our own handheld TIJ printer (12.7mm size) right here in India. It took us three years of intense Research and Development (R&D) and overcoming numerous hurdles, but we finally succeeded in making this indigenous product a reality. We are now actively working on engineering models in different sizes.

**Q 8. What has been the most challenging phase in your entrepreneurial journey?**

The primary challenge for us has been navigating the frequent shifts in global trade orders and domestic government policies. As a business that relies partially on importing, whenever trade rules or import regulations change abruptly, it creates significant bottlenecks. It makes it very difficult to import goods in a smooth, predictable manner, requiring constant operational adjustments.

**Q 9. What advice would you give to someone just starting out in this specific industry?**

If someone is planning to enter the batch coding or industrial printer business, my strongest advice is to conduct thorough, on-the-ground market research. Do not rush in blindly. Take the time to seek out mentorship, advice, and support from older, established suppliers in the industry before planning your operational rollout.

**Q 10. Which of your leadership traits do you believe have been key to your success?**

I attribute my growth in this industry to five core leadership traits:

- **Positive Thinking:** Maintaining optimism, especially during long R&D cycles or market downturns.
- **Openness to Discussion:** Always being willing to listen to the market, my team, and our clients.
- **Inventory Capacity:** Having the foresight and financial discipline to keep sufficient stock on hand to meet client demands instantly.
- **Team Handling:** Guiding and motivating a diverse team to achieve shared manufacturing and sales goals.
- **Customer Reach:** Staying deeply connected with the people who actually use our products on the factory floor.