

**"For us, every client is a growth partner, and our objective is to create value through innovation, efficiency, and trust." — A Conversation with Vishal Chokshi**

## Vishal Chokshi

Shri Ram Global Electrochem

### Industry: Industrial Chemicals & Adhesives

*Founded in 2014 by Vishal Chokshi, Shri Ram Global Electrochem has established itself as a pivotal player in the export of specialty chemicals, including enamel wire stripping solutions, fluxes, and industrial adhesives. With a strong foundation in chemical engineering and early-career experience at the Bhabha Atomic Research Centre (BARC), Chokshi brings deep technical excellence and strategic vision to the sector. Beyond business, his commitment to community service through the Rotary Club and his passion for competitive sports highlight a well-rounded approach to leadership. In this interview, we discuss the company's impact on manufacturing, the hurdles of global logistics for MSMEs, and the future of industrial chemical solutions.*

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

I am Vishal Chokshi, a chemical engineer by education. Early in my career, from 2004 to 2006, I had the incredible opportunity to work with distinguished professionals at the Bhabha Atomic Research Centre (BARC) on the 'Simulation of Reverse Osmosis Systems' project, developing models for nuclear plants and industrial applications. Following that, I served as Plant Incharge at Sterling Gelatin Limited and later as Project Head at Synthesis EPC Project Pvt. Ltd. In 2011, I joined my family business, International Electrochemical Company, with a vision to drive product diversification. This ultimately led me to found Shri Ram Global Electrochem in 2014, focusing on the export of specialty chemicals. Beyond my professional life, I am deeply passionate about sports and community service. I currently serve as Honorary Secretary and President-Elect (2026-27) for the Rotary Club of Vadodara One, and I actively compete in local tennis tournaments, recently winning at the Vinod Tennis Academy and becoming a champion at the Rotary District 3060 Tennis Tournament.

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

Our long-term vision is to establish Shri Ram Global Electrochem as a globally trusted name in specialty chemicals by maintaining a relentless focus on innovation, quality, sustainability, and customer-centric solutions. We aim to aggressively expand our international footprint, diversify into advanced industrial chemical solutions, and forge long-lasting, cross-industry partnerships worldwide. Simultaneously, we are committed to building a professionally driven organization rooted in strong ethics and technical excellence, ensuring continuous value creation for our customers, employees, and society.

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

Our primary focus lies within electrical transformer manufacturing, motor manufacturing, and allied mechanical industries. Through Shri Ram Global Electrochem, we have developed specialty chemical solutions that dramatically reduce production time and manual effort, particularly in enamel wire stripping processes. This direct intervention enables manufacturers to significantly improve their operational efficiency, overall productivity, and quality consistency. In the mechanical sector, specifically for stainless steel equipment manufacturers, our products are instrumental in achieving superior aesthetic finishes and enhanced surface quality. Our goal is to continue formulating performance-driven solutions that deliver measurable value and support precision and sustainable industrial growth.

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

I want them to know that we are not merely a supplier of specialty chemicals; we are a solution-oriented partner dedicated to improving industrial productivity and process efficiency. Our product development is grounded in a highly practical understanding of the real-world challenges faced by the electrical and mechanical sectors. What truly differentiates us is our deep technical comprehension, unyielding product reliability, and dedicated customer support. We believe in building long-term relationships by offering customized solutions and maintaining consistent quality standards. For us, every client is a growth partner, and our objective is to create value through innovation, efficiency, and trust.

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

Digital transformation is fundamentally reshaping the MSME landscape by making businesses far more efficient, scalable, data-driven, and customer-focused. In the past, many MSMEs relied heavily on manual systems, localized personal networks, and traditional operational methods. Today, adopting digital technology is the great equalizer, empowering even small and medium enterprises to optimize their workflows and compete aggressively on a much larger, global scale.

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

We are currently in the process of expanding our production and manufacturing units. This capacity expansion is essential to facilitate the diversification of our product portfolio and to ensure we can seamlessly scale up to match the growing, complex requirements of our clients.

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

The proudest moment for me has been the genuine appreciation shown by our overseas clients during our All Vendor's Meet. Hearing directly from international partners about the positive impact our solutions have on their operations is incredibly rewarding and validates the hard work of our entire team.

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

The most significant challenge was finding the right logistical channels for exporting our materials. Because our products are classified as DG (Dangerous Goods) materials, identifying and partnering with the right professionals capable of safely and compliantly handling our specialized shipments was a major initial hurdle.

#### **Q 9. What advice would you give to someone just starting out in business?**

Learn to say "NO" when a transaction is not mutually beneficial. Beyond that, be relentlessly persistent with your efforts and never compromise on quality. Success in manufacturing and exports requires an unwavering commitment to your standards.

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

Persistent effort and laser-sharp focus. Staying dedicated to the goal despite setbacks and maintaining a clear vision of what we want to achieve have been the defining factors in our growth.