

## Success Story of MPFC Assisted Unit

### M/s Krishana Phoschem Limited, Meghnagar



Mr. Praveen Ostwal



Krishana Phoschem Limited (KPL), an ISO 9001:2008 company, was incorporated in 2004. KPL is first private sector producer of Beneficiated Rock Phosphate through floatation process with the crushing capacity of 200000 MTPA. During the year 2013, the company implemented a forward expansion for manufacture of single super phosphate fertilizer having capacity of 120000 MTPA, which is marketed under the brand name of Shri Ram Fertilizers & Chemicals in the states of Madhya Pradesh, Chhattisgarh, Odisha, Gujarat and Maharashtra.

It is one of the best emerging private sector fertilizer producers in India. Its hi-tech rock beneficiation plant and chemical fertilizer (SSP) plant is located at AKVN Industrial Area, Meghnagar in Jhabua district of Madhya Pradesh. The company manufactures quality BRP & SSP products matching to the standard required by the industry.

Krishana Phoschem limited is the flagship company of Ostwal Group of Industries which is involved in activities like Fertilizers, Mineral Beneficiation, Bio-Fertilizers, Seeds and Pesticides, Textile, Import and Export of agro commodities, Real Estate etc. having group turnover of Rs.200 Crore. The group is led by Mr. Mahendra Kumar Ostwal, Mr. Pankaj Ostwal and Mr. Praveen Ostwal.

**Mr Praveen Ostwal**, Chartered Accountant, aged 32, the visionary leader of KPL, is experienced technocrats who spearhead group with his inspirational leadership. Across the years, he have identified and inducted around him dedicated teams of agro-specialists, soil scientists, market professionals, processing plant technologists, management veterans and other experts – all bonded by collective goals of quality-based market leadership and maximum customer satisfaction.

This inclusive approach has built for the group an incomparable level of loyalty from the customer, and an uncommon level of trust from the industry at large.

The company has been financed by Madhya Pradesh Financial Corporation since 2004 to the total amount of Rs. 1950.00 lacs.

The company has won one of the most prestigious "BHAMASHAH Award" awarded by "Government of Madhya Pradesh" for highest deposit of VAT & Entry Tax in private sector during 2007-08 to 2011-12 continuously. The company is regular in payment of all its statutory dues timely.

The company is providing direct employment to 250 people's and approx 2000 people's indirectly.

The company has eco friendly environment in the premises with almost 5000 plants and beautiful garden area.