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*For Immediate release*

**PRESS RELEASE**

**PRAYAG BUYS 25<sup>TH</sup> STEER OMEGA PLATFORM TECHNOLOGY LINE FOR COLOR  
MASTER BATCH COMPOUND PROCESSING**

**Gandhinagar, India, February 08, 2015:** PRAYAG, a leading manufacturer of color and additive master batch manufacturer and STEER, a creator of materials platform technology for plastics compounds processing, today announced at a joint press conference at PlastIndia, PRAYAG's purchase of STEER Omega platform technology for manufacturing of color master batch. This will be the 25<sup>th</sup> Line to be commissioned by **STEER for PRAYAG**.

STEER's Omega 1.71 Do/Di platform technology is becoming the most preferred platform for production of color and additive master batch manufacturing of extremely high quality and consistency while providing outstanding value.

**Speaking on the occasion, Mr R.K Agarwal, CMD, PRAYAG, said,** "Since 2007, STEER as a technology partner has contributed significantly to the growth of PRAYAG. We place our trust in STEER's Omega technology to meet our customer promise and delivery timelines. We are delighted to add 25<sup>th</sup> Omega Line at our facility in Bhiwadi to manufacture color master batch for exports to over 85 countries that we serve. There is no better technology in the market available today to manufacture color and additive master batch than Omega."

**Dr Babu Padmanabhan, Managing Director and Chief Knowledge officer said,** " We are extremely pleased to work with Prayag, one of world's fastest growing companies in the field of plastics, that is led by dynamic leadership that reflects our transformational thought process. We respect Prayag's commitment in the partnership and congratulate them on adopting the Omega platform as their standard."

### **About PRAYAG:**

Established in 1996, PRAYAG POLYTECH PVT LTD, has been growing exponentially with a CAGR of over 50% in the last 5 years. PRAYAG today, thus has grown to become the leading and the most advanced manufacturer of colour and additive master batches from India.

The company is growing from strength to strength with the help of its strong R & D division to develop products for new applications. PRAYAG's 3 production facilities at Bhiwadi, India, with a production capacity of 50,000 MT per annum and multiple dedicated lines for each colour ensures faster deliveries, flexibility and zero contamination.

### **About STEER:**

**STEER** is a manufacturer and creator of specialized components, machine systems and platforms that effectively transforms and functionalizes materials in the fields of Polymers, Biopolymers, Pharmaceuticals and Food, using the core application of Co-rotating Twin Screw Extrusion

Founded in 1993 by Dr. Babu Padmanabhan with a vision to **steer a new world**, STEER today has 5 global offices and 10 satellite offices, serving over 35 countries and employs over 500 gifted engineers, scientists and technicians across the globe.

With many granted patents under its belt, STEER is committed to the creating new designs and technologies that enable our customers to produce the highest quality products, lower operational costs and innovate new products and processes that have the potential to improve the overall quality of human life. STEER's Application Development Centers (ADC's) in India, USA and Japan provides the customers with the appropriate environment to explore, develop and innovate with STEER technology. For more information, visit [steerworld.com](http://steerworld.com)

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