

**A**shok Atre is a leader with vision. A B.E. (Mech.) from VJTI, Mumbai & M. Tech from IIT, Mumbai Ashok today leads four Core-Engineering companies in Pune, namely Transparent Energy Systems Pvt. Ltd., Transparent Technologies Pvt. Ltd., Decimin Control Systems Pvt. Ltd., & Ecokleen Pollution Control Pvt. Ltd. All four companies are, poised for great leaps forward.

Man with strong convictions for resource conservation, Ashok today has nine indian patents to his credit and another twenty odd are in offing.

Transparent Group has emerged as a technology leader in the field of energy conservation projects in the country. Ashok firmly believes that his clients must get best optimized solutions because standardized products/systems, although appear at times to cost less initially, they invariably result in suboptimal solutions. His this philosophy has been widely appreciated by Transparent Group customers in the country and abroad. As a result Transparent Group has many prestigious projects and orders to their repertory and has been routinely exporting its products and systems to several countries.

At a time when most project engineering companies, reeling under the onslaught of high paying IT companies, are struggling to retain talent, Transparent group has been greatly successful in retaining its talent. Thanks to Ashok's beliefs in handsomely rewarding all employees, - the key stakeholders in project engineering business.

At Transparent Ashok went for innovative technologies with immaculate anticipation and understanding of the market needs. No wonder his extraordinary technical and entrepreneurial abilities were acknowledged by internationally renowned technologist, viz - the world famous Mattes Engineering GmbH, Germany, who offered its world class AARP technology (Ammonia Absorption Refrigeration Plant) to Transparent Energy Systems Pvt. Ltd. Further in recognition of his business acumen and value systems, Ashok was invited to become a key shareholder of Mattes Engineering. World famous noise abatement solutions company M/s. IAC Boet Stopson, France took initiative to get associated with Transparent Group and Decimin Control Systems Pvt. Ltd handles this part of business. Maharashtra Energy Development Agency (MEDA) financed a unique and highly energy efficient seven stage sugar juice concentrator which demonstrated a drastic reduction in steam consumption by about 20% that will greatly improve the overall earnings of sugar industry. An innovative waste heat recovery boiler, whose patent is awarded to Ashok, will help energy intensive cement industry to garner Carbon Credits and raise its bottom line significantly.

He has also developed an integrated energy and water conservation plan for State of Maharashtra. His plan combines the advantages of both centralised as well as decentralised energy generation and effluent water recycling technologies.

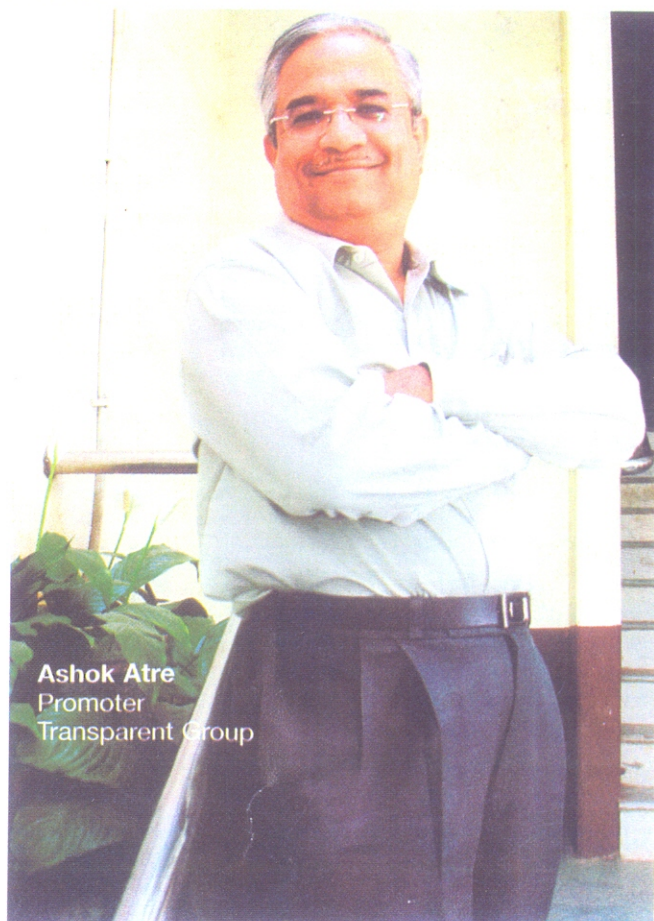
Highly respected for his positive views about chang-

# Social capitalist

**Ashok Atre leads four core engineering companies in the city and has emerged a leader in energy conservation**

ing the mindset of the old fashioned industries which thrived on license Permit Raj, Ashok was invited to lead Indian Boiler Manufacturer's Association (IBMA), as president of IBMA he successfully built up unanimous opinion of all major indian industry associations in support of dissolving the monopoly of Boiler Inspectorates and to bring in internationally recognised inspection agencies for inspection of boilers manufactured within India for indigenous use.

A man with vision, who argues persuasively but still prefers not to be in popularity contest, has invariably drawn numerous admirers who call him "Social Capitalist" for his farsighted business vision and socio economic perspectives.



**Ashok Atre**  
Promoter  
Transparent Group