



Karnatak Law Society's
**INSTITUTE OF MANAGEMENT
EDUCATION AND RESEARCH**
Belagavi



29th Foundation Day : September 16, 2019



Entrepreneur Profile



www.orionehydraulics.com

Mr. Keith Machado

Joint Managing Director
Orione Hydraulics Pvt. Ltd.
Belagavi, Karnataka.

The Entrepreneurial Journey of Mr. Keith Machado, (Jt. Managing Director), OHPL



www.orionehydraulics.com

“Do not go where the path may lead, go instead where there is no path and leave a trail”, these words immortalized by American poet and philosopher Ralph Waldo Emerson in the early 19 century. This famous quote sums up the journey of Mr. Keith Machado. Some are born with infinite resources and building institutions is no big deal; but there are some, who are not as lucky as the former, but are born with infinite wisdom, grit, hard work and tenacity of purpose. The aspiration of Mr. Keith, who passed out from the school of hard knocks and he put on a spirited fight with vigour and enthusiasm for all to see and they held their breath with anticipation.

Mr. Keith started his workshop of 200 sq. ft at Udyambag with a savings of Rs. One Lakh; and a plot that served as collateral security and his father as the Guarantor, which enabled him to avail Cash-Credit loan of Rs. 1,65,000 from State Bank of India. The shed rent was paid by his father and the household expenses were borne by his wife, a school teacher at St. Paul’s. He was joined by his former colleague at Bemco, Mr.S. Hariharan, who had the technical knowhow and sound knowledge. Out of the collective efforts and hard work put by all his near and dear ones, **“Brand Orione”** was born in 1992.

Brief Introduction

Mr. Keith Machado’s family a native of south Goa moved to Mumbai decades back and made it their home. Keith’s family comprised of two other siblings and today are well settled in life. But mother’s love was elusive and bad luck struck the family with the untimely passing away of their mother when they were young. So, the rest of their schooling was completed in boarding schools and hostels and their Dad, performed the dual role of both the father and mother to his children. But the loss did not deter Keith, a studious student; he completed his early education at St. Francis D’Assisi High School, at Borivali, Mumbai, and got his Diploma in Electrical Engineering passing out with flying colours. He started his career working at Mazgaon Docks Ltd. and after five years, he moved to Oman and worked there for another four years. After enriching himself with experience, he did a **ghar wapsi** (back to India) and decided to settle down and moved to Belagavi to look after his old widowed father. Mr. Keith went through the journey of life, got married in 1989 and was ready to face the rough ride ahead. He began by doing Electrical contracting and failed miserably; he later joined Bemco Jacks and Allied Products Ltd. and worked as a Sales and Service Engineer for three years. But not being contented with his state of affairs, he took the **‘Entrepreneurial’** route and began his journey into the unknown.



1992



1995



Milestones



- 1958 Born in Mumbai on July 22
- 1980 Completed his Course as Diploma in Electrical Engineering and started working at Mazgaon Docks Ltd. (Ship Repairs and Maintenance), Mumbai for five years.
- 1985 Worked for four years in Oman as Maintenance Engineer.
- 1989 Worked as Sales and Service Engineer for three years at Bemco Jacks and Allied Products Ltd. Belagavi.
- 1992 Started his Entrepreneurial journey along with Mr. S. Hariharan and brand Orione was established at Belagavi.
- 1995 Purchased the first shed of 2000 Sq.ft at BMCIEL Udyambag, Belagavi and Orione witnessed a steady growth of 15%-20% annually.
- 2005 Acquired assets of Bemco Jacks and Allied Products Ltd. Belagavi at a premium price prevailing then.
- 2016 Decided to go for expansion and acquired four acres land at Bamanwadi village and built 18000 sq mtr state-of- the- art manufacturing facility.
- 2018 A fabrication shop of 1200 sq. mtr established.
- 2019 A repair shop of 600 sq.mts established.



2005



2016

Orione Product Range



Certifications



Social Service And Welfare Activities

- For the recent flood victims, our team contributed Rs. 1.2 lakhs and the money was personally distributed to the affected people at Gokak, Paschapur and Jamkhandi.
- Renovation of the roof at a Government School located at Navage, Belagavi.
- Patron to “Kutumb” located at old Goods Shed Road, Belgavi a center that takes care of HIV infected children from near by villages in North Karnataka by providing them shelter and financial assistance.
- Blood Donation Camp is conducted at Orione for the last three consecutive years, more than 200 units of blood has been donated to KLE blood bank until now.
- 93% of Orione Team voted in the 2019 General Elections.
- Actively Promoting Swachh Bharat Initiative within and outside the premises.





Testimonials

LALIT AHUJA
AHUJA GROUP, JAIPUR
08/03/2017

Lalit Ahuja
Ahuja Group, Jaipur

I AM SO PROUD TO SEE WHAT LEVEL OF THOUGHT
PROCESS & LOVE FOR QUALITY. MY FELLOW INDIAN & DEAR
FRIENDS HAS. GOD IS IN DETAILS - SEE IT TO BELIEVE IT AT
OR ONE !!
LIVING EXAMPLE OF WHAT HARD WORK & PERSEVERENCE
CAN GET YOU!
ALL ENGINEERING STUDENTS SHOULD COME HERE
BEFORE STARTING THEIR CAREER, TO SEE WHAT
THEY CAN MAKE OUT OF THEIR LIFE & DO
FOR THE COUNTRY. LOVE EVERY BIT OF OR ONE!
GOD BLESS !!

RAJESH R. GANORKAR
Spannkraft
Nagpur.

Rajesh Ganorkar
Spannkraft Hydrosystem Pvt. Ltd. Nagpur

Excellent... the kind of progress
Spannkraft has made within last 15 years
is amazingly praiseworthy.
This is not a company but I feel
it is a institution to aspiring people.
The training centre and CSR activity within
a company are too good. God bless...

Luis Orellana
Aequus

Luis Orellana
AEQUS, USA

Very impressed with the clean and very organized operation.
All employees seem very engaged in their work and the quality of
work shows. I look forward to doing business here.

Dear Machado,

~ ~ ~ NORWAY ~ ~ ~
Pleased with your factory it must have
worked on principle of "THINK & GROW RICH" by
D. Norman. you have put your Excellent Thoughts
in practice. Keep the good work.
Factory is marching toward live example of world class
You will be remembered for years to come. 😊

Deepak Kakade
Eaton Fluid Power

Deepak Kakde
Eaton Fluid Power,



Vision

To excel in Management Education, Research, Consultancy, Industry Institute Interface and Alumni Relations.

Mission

To transform every student into an industry ready and motivated business leader with an entrepreneurial mindset.

Values

Integrity, Commitment, Passion

Quality Policy

To continually improve process of admission, teaching, learning, examination, evaluation, placement, alumni relations, research and extension in order to become an industry friendly institution of academic excellence.



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