

## From Hardship to Industry Leader: Prashant Sontakke's Journey

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“Success reveals its true meaning only after one has endured hardship.” For **Prashant Dattu Sontakke**, this thought is not just a saying but a lived reality. Born into a modest family, his early childhood was stable and filled with warmth—until **2003**, when tragedy struck. While studying in the **seventh standard**, Prashant lost his mother, an event that abruptly changed the course of his life.

Her passing created not only an emotional void but also severe **financial instability**. Daily necessities such as education, clothing, and food became a struggle. Each day felt like a new test, and there were moments when discontinuing education seemed inevitable. Yet, despite criticism, scarcity, and humiliation, Prashant persevered and completed his schooling against all odds.

### Early Career Challenges and Uncertain Beginnings

In **2009**, Prashant completed his **ITI in Mechanical Design**, driven by the dream of securing a stable job to support his family. With hope in his heart, he moved to **Pune**. Unfortunately, **2010 coincided with a global economic slowdown**, and job opportunities were scarce. Despite multiple applications and interviews, steady employment remained elusive.

He took up small jobs to survive, but one thought continued to echo in his mind: *“I was not born to remain in a job forever.”* Deep within, the desire to build something of his own never faded—it only waited for the right moment.

### A Bold Decision That Changed Everything

That defining moment arrived in **December 2017**. Against all practical advice and without a financial safety net, Prashant resigned from his job, taking a firm vow that he would **never return to employment**. His goal was clear—no matter how small, he would build his own business.

In **February 2018**, he invested in a **Taiwan-made VMC (Vertical Machining Center)** machine. With limited capital and borrowed funds, he launched **Icon Industries** in a **750 sq. ft. workspace**. At the start, hiring employees was impossible. The business was run entirely by **Prashant and his wife**, who worked tirelessly for **12–15 hours a day**, managing everything from machine operations and client coordination to deliveries and accounts.

### Pandemic Setback and the Test of Faith

Just as the business began finding its footing, the **COVID-19 pandemic** brought operations to a standstill. Lockdowns halted production, and every rupee was stuck in the business. Paying house rent became a challenge, and survival itself was uncertain. For nearly **two years**, the family lived through extreme financial hardship.

Doubt crept in, but surrender never did. Prashant refused to accept defeat, believing that perseverance was the only path forward.

### **Rebuilding, Expansion, and Industry Recognition**

In **2021**, demonstrating remarkable courage, Prashant invested in a **second VMC machine**—a risky move, but one guided by confidence and experience. That decision marked the turning point. Through **quality workmanship, timely delivery, and unwavering integrity**, Icon Industries began earning the trust of major corporations.

The company went on to collaborate with industry giants such as:

- **Bharat Forge** (Automobile Sector)
- **Kirloskar Group**
- **Bharat Electronics Limited (Defence Sector)**
- **General Electric**
- Several leading **pharmaceutical companies**

Winning the confidence of such organizations became one of Prashant's proudest achievements, earned purely through consistency and commitment.

### **From Survival to Sustainable Growth**

What began with **one VMC machine and a small workspace** has today grown into a thriving manufacturing unit with **12 advanced machines operating in a 4,000 sq. ft. facility**. Icon Industries now employs multiple skilled workers and has crossed an **annual turnover of ₹5 crore**.

For someone who once struggled to afford basic necessities, the ability to **create employment for others** remains the most fulfilling achievement of all.

### **Recognition as a Business Leader**

In **2026**, Prashant Dattu Sontakke was selected for the prestigious **Maharashtra Business Icon Award**, a recognition he views not as a personal victory but as a collective honor—for his family, his wife, and everyone who believed in his vision during the darkest times.

### **A Message to the Next Generation**

Reflecting on his journey, Prashant shares a powerful lesson:

*No matter how harsh the circumstances, determination, hard work, and self-belief can overcome any obstacle. Failure is never the end—it is the beginning of something stronger.*

Today, Prashant remains the same dreamer who once imagined success with empty pockets. The difference is that those dreams have now taken tangible shape through **Icon Industries**—a testament to resilience, courage, and the transformative power of perseverance.

### **Selected for Maharashtra's Prestigious Awards**

Recognizing his dedication and achievements, he has been selected for the prestigious "**Maharashtra Business Icon 2025 / Maharashtra Style Icon 2025 / Maharashtra Fashion Icon 2025**" awards.

This honour is being presented by **Reseal.in and India Fashion Icon Magazine**, celebrating Maharashtra's emerging entrepreneurs and artists.

The selection marks a proud moment not only for him, but also for the entire region.

### **Presence of Renowned Film Personalities**

The grand award ceremony will be graced by celebrated film personalities:

- **Ms. Varsha Usgaonkar (Bollywood Actress)**

- **Ms. Sonalee Kulkarni (Indian Actress)**
- **Ms. Prarthana Behere (Indian Actress)**

### **Event Hosted Under Expert Leadership**

The event is organized under the leadership of **Mr. Sudhir Kumar Pathade**, Founder & CEO of Reseal.in (Sure Me Multipurpose Pvt. Ltd.), who continues to provide a national platform for Maharashtra's rising entrepreneurs, designers, and creative talent.

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