

"Outlook for Indian chlor-alkali industry for 2011 appear to be reasonably bright"



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Expectation from India Chem 2010...

The event will bring together Indian as well as global chemical companies & the user industries and it is expected to fulfill its basic purpose of making it a fruitful exercise. It must result in a give & take process as far as technology & business in chemicals in India and the world at large is concerned. The visitors and customers will have an opportunity to make fruitful business in the interest of all, considering the aspects of quality, deliveries, adherence to environment-friendly technologies and CSR initiatives of the company.

Performance of chlor-alkali industry...

In 2009-10, the industry passed through a critical phase. The recession, which started in November 2008, had a serious impact on the industry. Later on, due to increase in the chlorine demand, the production of caustic

soda increased in the US, resulting in heavy imports into India at very low prices. Due to such large scale imports, despite increase in demand of caustic soda by 10 per cent during the year, the domestic industry could not benefit and gain from this growth. The imports were as high as 2.71 lakh MT. This has adversely affected the industry. Owing to this, capacity utilisation dropped to only 74 per cent in 2009-10, which was 77 per cent in 2008-09.

Future prospects of the industry...

Outlook for Indian chlor-alkali industry for 2011 appear to be reasonably bright with 6 per cent growth rate keeping in line with GDP growth even though it has potential to grow at 10 per cent. International prices have started building up and we expect improvement in the prices by December 2010.

"Current demand patterns suggest tremendous growth potential for chemical & pharmaceutical industries"

Expectations from the event...

Everest has been a regular exhibitor in this exhibition and our past experiences have been good. Our core business comes from two main sectors namely water and vacuum. Both of them are still at a very nascent stage thereby offering a lot of growth potential & opportunities for our company, products & services. The recession period was rightly utilised to restructure our processes & put our house in order and we are enjoying the fruits today.

Your plan to use this expo...

The major driving factor for the industry today is the 'need to change' and bring in cleaner & better ways of production. Strict environmental norms, scarcity of water and need for decreasing energy consumption are major challenges and this is what has forced the big industries to re-think on conventional methods of production and introduce new & environment friendly technologies with lower

cost of manufacturing. A typical example of same being the replacement of steam jet ejector by dry type vacuum systems giving heavy saving in cost, quality and performance. All these translate into opportunities for Everest since we support the industries in terms of bringing in upgraded technologies and giving them the highest quality products at best possible prices.

India Chem is the best platform to share our innovations with our existing & potential customers. It is the most cost effective & efficient opportunity to meet over 500 customers in just 3 days.

Current status of the chemical industry...

Probably the most important issue for any industry today is better resource utilisation, reduction in process time, higher yields & better product quality. Innovation is the essence of the world today. However, current demand patterns suggest tremendous growth potential for the chemical industry.



Amit Kapur
Director - Technical,
Everest Group

"We are looking for Indian companies active in the field of specialty chemicals"



Pierre Kramer
Head of Site
Development, Infraserv
Knapsack GmbH

Expectations from India Chem 2010...

I expect to meet Indian chemical and related process industries, get to know each other, identify potential fields of collaboration, create partnerships and hopefully identify companies that have an interest in setting up a business in Germany.

Plug & play concept...

The chemical industrial park offers a plug & play concept for investors. Investors choose the services that suit their business model from a wide range offered by the site operator. The major benefits are: flexibility and optimisation of the business model, possibility of focussing on core business, time and cost saving through shared services and existing infrastructure, synergy potentials resulting from optimum structures benefits from integrated know-how structures. We have production

companies from the US, Switzerland, The Netherlands, Norway, France and of course Germany.

We are looking for Indian companies active in the field of specialty chemicals. Germany of course is a high priced country, but it is also interesting for Indian companies to gain a footprint in the European market with high margin products, know-how driven products and processes. We think that Indian companies are international, have a similar mindset in terms of business and legal issues and Indian companies are interested in new technology. We share a lot of common values with Indian business circuit.

Future outlook for the chemical industry...

With growing industrialisation, I foresee industrial biotechnology, new materials, recycling technologies, energy storage to gain potential in the coming years.

"The process industry will benefit immensely by visiting the exhibition"

Expectations from India Chem 2010...

The process industry will benefit immensely by visiting the exhibition and understanding the developments that have taken place in the last few years. It is a great opportunity for interaction and learning. Participation in the expo helps to reinforce quality product and technology in a bigger forum where competing products are also displayed. Often new prospects are developed in the expo and we get to interact with our existing customers and is a good way to develop business.

Message for visitors...

India Chem 2010 is one of the important events for the rapidly growing chemical, petrochemical, pharmaceutical and process plant & machinery market. Through attending such events, customers/visitors will have the opportunity to interact with manufacturers and learn about the new technologies and developments.

HRS Process at the event...

Today, HRS is one of the key players in heat transfer products and systems, in reality 'one-stop-shop' for all heat exchange requirement of customers! We will be exhibiting our range of heat transfer solutions *Ecoflux* corrugated tube heat exchanger, *funke* plate heat exchangers, shell & tube heat exchangers and the revolutionary *Uuicus®* scraped surface heat exchangers.

Growth plans for HRS Process...

We plan to maintain a healthy growth of about 25-30 per cent year-on-year with a judicious mix of products and services for the chemical, petrochemical, fertiliser, power, pharma, oil and such allied process industry apart from our other focus sector, which is food processing. Evaporation, environment and energy recovery are the other focus areas for us where we plan to invest substantially.



V Gokul Das
Managing Director, HRS
Process Systems Pvt Ltd