Industry Outlook

CHEMICAL MANUFACTURERS
FOR RUBBER & PLASTIC INDUSTRY

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FOSTERING EXCELLENCE AND INNOVATION THROUGH A SUPPORTIVE WORK CULTURE

Narain Holani,
Managing Director

FINORCHEM

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Industry Outlook TOP 10
CHEMICAL MANUFACTURERS
FOR RUBBER & PLASTIC
INDUSTRY - 2024

FINORCHEM

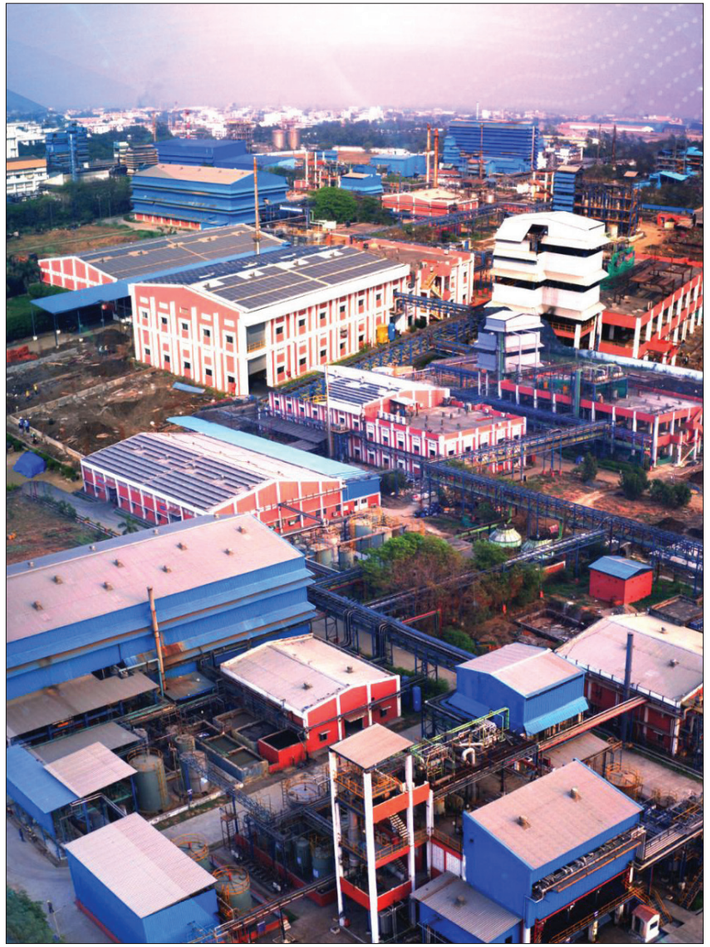
FOSTERING EXCELLENCE & INNOVATION THROUGH A SUPPORTIVE WORK CULTURE

The rubber and plastic industry play a crucial role in the automotive and consumer goods sector, heavily depending on specialized chemicals to boost material performance and production efficiency. Essential additives, including accelerators, plasticizers, stabilizers, and flame retardants, improve product performance, durability, flexibility, and safety. This industry continuously evolves, with advancements in green chemistry, nanotechnology, and smart polymers driving innovation and shaping its future. Finorchem Limited, founded by Narain Holani in 1982 as Acmechem Ltd, exemplifies innovation and leadership in this sector. With a B.Tech in Chemical Engineering from BITS Pilani, Holani has guided the firm for over four decades. The company's strategic move to Bharuch, Gujarat, in 1992 and the acquisition of Merchem Limited in 2019 significantly expanded its capabilities and market presence. Its commitment to growth and sustainability under Holani's leadership continues to strengthen its global position in the rubber chemicals industry.

Finorchem's blend of innovation, customer focus, and commitment to sustainability makes us a leader in rubber chemicals, driving the future with high-performance, eco-friendly solutions



Narain Holani,
Managing Director



expectations. With its comprehensive product portfolio, dedicated Technology Innovation Centre, state-of-the-art manufacturing facility, and strategic global partnerships, Finorchem is committed to leading the industry and advancing rubber processing technology to meet the diverse needs of clients worldwide.

Performance and Reliability

The company's high-quality rubber chemicals such as Process Aids Acmetol 60 & JV 46 F, Accelerator Mercure TBSI, and Antistick Agent Acmeantistic-300, are integral to enhancing tire characteristics like traction, wear resistance, and longevity. Finorchem has established itself as a trusted supplier by consistently meeting stringent application performance standards. As the leading supplier of peptizers in India, with over 80 percent market share, the products have effectively replaced imports in the tire and retread markets, offering local availability and convenience. With more than 90 products across 22 segments and two business verticals, the company continues to support global tire manufacturers with high-performance solutions that meet diverse market demands.

"Our unique selling proposition lies in our four decades of deep customer engagement, which has honed our ability to understand and anticipate performance requirements and future expectations. Our commitment to customer delight is reflected in our tailored solutions, developed through close alignment with client needs. Our Technical Innovation Center (TIC) and Rubber Application Centre collaboratively test products under real application conditions to ensure they meet end-user specifications. Innovation is a cornerstone of our operations, demonstrated by our continuous process improvements and focus on greener chemistries, which earned us the prestigious SANMARG AWARD. Additionally, our expertise in revitalizing businesses is exemplified by the successful turnaround of Merchem", shares Narain. With ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, IATF 16949:2016, and Ecovadis 2023 Bronze certification, the firm upholds the highest quality and sustainability standards, reinforcing its commitment to business excellence and industry leadership.

To ensure the Fine and Performance Rubber chemicals meet industry standards and client needs, Finorchem has adopted several practical measures in its manufacturing processes. "We leverage automation and Industry 4.0 principles to enhance efficiency and precision, utilizing technology to continuously improve production and uphold high-quality standards. Our rigorous quality control measures, including batch-to-batch consistency and advanced impurity control techniques, guarantee that our products adhere to both industry benchmarks and specific client requirements. We employ real-time tracking technologies for consignments and maintain a robust warehouse management system across India to support timely and reliable delivery", speaks Narain Holani, Managing Director. By collaborating closely with clients, the firm develops customized solutions that exceed



Driving Excellence

Finorchem boasts a team of 500 seasoned professionals whose extensive expertise fosters a synergistic work environment. The firm's employees, each a specialist in their domain, operate with minimal supervision, driven by a deep sense of responsibility and a shared commitment to achieving both individual and company goals. The supportive work culture emphasizes personal development and aligns with company values, treating every team member like family. This approach ensures a balanced work-life dynamic and offers exciting career opportunities. Leaders across departments—Sales and Marketing, Manufacturing, HR, R&D, Technology, and Supply Chain, mentor employees, nurturing future leaders and preparing them for increased responsibilities. Continuous training and skill enhancement keep our team competitive and adept at developing innovative, sustainable additives. By embracing change while upholding core cultural values, Finorchem ensures that its workforce remain at the forefront of industry advancements and delivers exceptional performance.

The company's future roadmap is centered on pioneering sustainability and driving technological innovation within the tire industry. "Our strategy involves not only enhancing our current verticals but also expanding into new areas by leveraging our core competencies. We are committed to developing advanced specialty chemicals that improve tire performance while aligning with our sustainability goals. Our ongoing R&D efforts are focused on creating eco-



friendly solutions that meet the dynamic needs of the tire and rubber sectors", adds Narain. As the firm introduces a new vertical in resins with a comprehensive product portfolio, the firm ambition is to transition from being a leading domestic player to a global force in rubber chemicals and specialty chemicals. Through these initiatives, Finorchem aims to lead the industry with cutting edge technology and sustainable solutions.