



Clariant (India) Limited

ANNUAL REPORT 2000-2001

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t Clariant (India) Ltd., caring for stakeholders is part of its ideology.

The company believes that it is because of their support and confidence that it has emerged as the preferred partner in the speciality chemicals industry. Its products are a result of wide experience in applied chemistry coupled with an in-depth knowledge of market requirements. Today Clariant (India) Ltd. has achieved global presence bringing to fruit its efforts in providing quality goods that speak for themselves. Its vision has been to strive towards improving the standard of life, and achieving it has been made possible only due to the unstinted backing that it has received from its stakeholders - customers, suppliers, employees, society and shareholders. The company continues to work closely with them towards converting every opportunity into a mutual advantage.

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CLARIANT (INDIA) LIMITED

BOARD OF DIRECTORS

V.N. Nadkarni *Chairman*
P.R. Rastogi *Managing Director*
P. Brandenburg
R. Lösser
Dr. U. Cuntze
R.A. Shah *Alternate to R. Lösser*
Dr. M.L. Gulranjani
K.J. Bharucha

EXECUTIVE COMMITTEE

B.L. Gaggar *Vice President (Finance and Admn.) & Company Secretary*
R.Y. Mani *Vice President (Site Management)*
D.K. Mittal *Vice President (Corporate HRD)*
R.K. Mukherjee *Vice President (Masterbatch)*
S.S. Patil *Vice President (Corporate Affairs)*
S. Singh *Vice President (Sourcing and Exports)*

SOLICITORS

Messrs. Crawford Bayley & Co.

AUDITORS

Messrs. A.F. Ferguson & Co.

BANKERS

Standard Chartered Bank
Citibank N.A.
BNP Paribas
State Bank of India
Union Bank of India

SHARE TRANSFER AGENTS

IIT Corporate Services Limited
 IIT House, Off M.Vasanji Road,
 Opp. Vazir Glass, Near J.B. Nagar,
 Andheri(E), Mumbai 400 059.

REGISTERED OFFICE

Sandoz House
 Dr. Annie Besant Road, Worli, Mumbai 400 018.

WORKS

Kolshet Road, Thane 400 607.

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Meeting Challenges

Clariant (India) Ltd. was formed in 1996 as a spin-off of the chemical division of erstwhile Sandoz. It is affiliated to Clariant Ltd. which is headquartered in Switzerland. Clariant Ltd. is a global leader in fine and speciality chemicals, and finds itself positioned strongly in future oriented markets.

Clariant (India) Ltd. is one of the three global sourcing centres of Clariant Ltd. The expertise and technological advancements of the company, which are actively supported by the parent company, has enabled it to meet international quality standards.

The company is ISO 9001 certified. This recognition has helped it to significantly enhance its organisational capabilities to effectively meet the ever increasing demands of all stake holders at large. The company's corporate strategy has been to involve itself in the evolution of the industries that it is serving; thus giving them an additional impetus.

All the products of Clariant (India) Ltd. have a part to play in almost all aspects of everyday life. The company constantly strives to improve in its approach towards end-product upgradation without compromising on its commitment towards the ecology.

The company holds the position of being a market leader in textile chemicals. These enhance the quality of the feel, texture and finish of the products.

Textile dyes, another segment of the company, have found wide use in polyester, polyester-wool, carpets, silk and cotton knit industries. Their vivid colours bring to life all kinds of fabrics.

The company has spearheaded the innovations for manufacturing of leather dyes and today stands at the No.1 position in the industry. Used in leather garments, shoes and various other articles, these dyes lend softness and a gleaming finish along with durability.

Clariant (India) Ltd. also contributes to the paper industry. Its optical brighteners and speciality chemicals provide a quality and gloss to a host of paper products ranging from newspapers, magazines, office stationery, notebooks and packaging products.



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The company now manufactures and deals in Masterbatches, a product that constitutes of coloured polymers. Commonly known as plastic, they can be flexibly used for various products like computers, toys, cables, packaging, electronic appliances, telephones, and medical and sports equipments.

Clariant (India) Ltd., since its formation, has swiftly emerged as a company whose potential is reflected in its performance. It has created a broad product base which spans dyes and speciality chemicals for textiles, leather, paper, and masterbatches for plastics and fibres. Besides this, efforts at constant product innovation and customisation have won the company a loyal clientele. This confidence and trust that its customers have placed in the company has stimulated its growth and broadened its horizons.

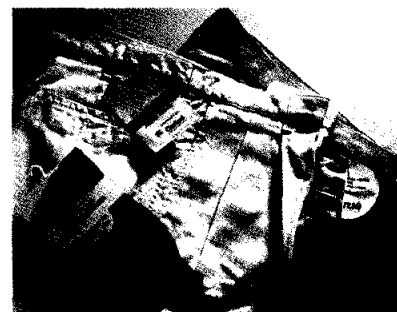
The company regards its suppliers as an ideal partner for the organisation. They are involved in creating a market identity for the company. With their assistance the company has succeeded in giving shape to its goal of providing quality products and services.

Imparting of training and investment in a skilled workforce has helped the company enhance the services that it provides. Each employee is deeply involved in giving shape to the company's goals, and shares the responsibility and commitment towards realising the same. Thus the company's well-honed human resources play a vital role in the competitive edge that it has achieved.

Safety of operations and the protection of its people is given top priority at Clariant (India) Ltd. The company follows stringent quality measures that ensure that all products and processes are eco-friendly. Thus, all activities of the organisation are motivated by its concern for the society of which it is a part.

The company has emerged as a good company for shareholders to grow with. The consistent returns that it shares with them has helped strengthen long established bonds.

Steering a company to success is possible only with the support of its stakeholders. These include customers, suppliers, employees, society and shareholders. Caring for all those associated with it through proactive interaction, has sensitised the company to their needs and aspirations. Clariant (India) Ltd., considers its stakeholders an important part that makes it a whole.





Building Bonds

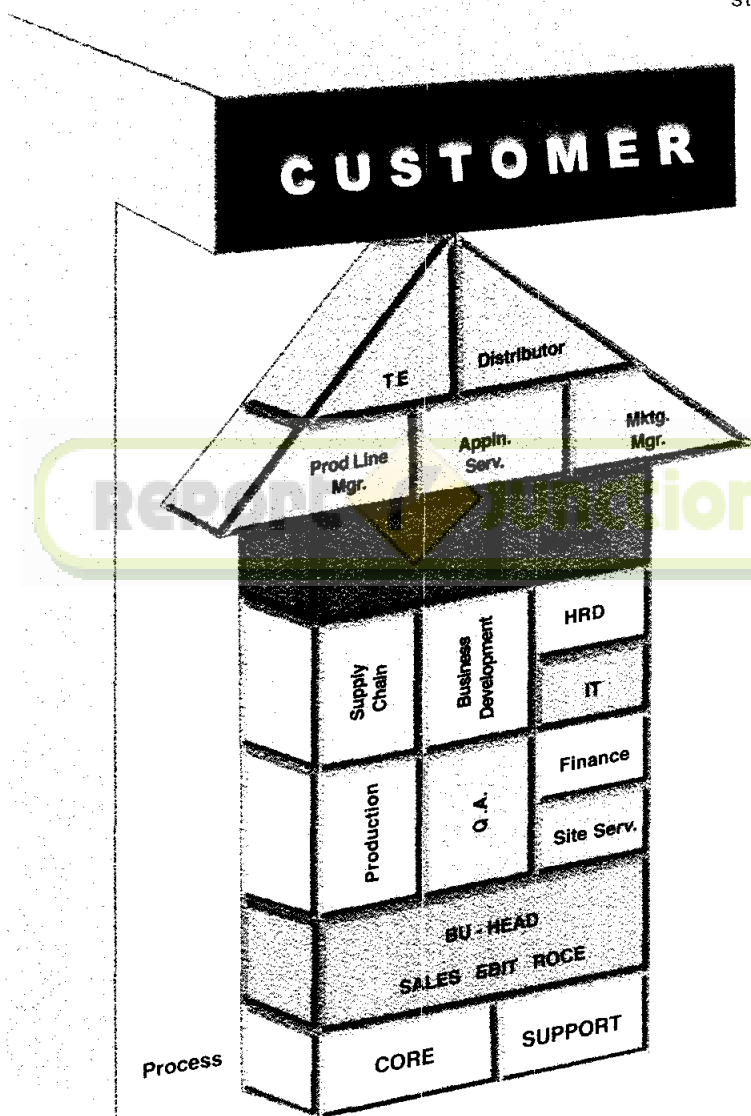
Clariant (India) Ltd., places great value on promoting customer satisfaction. By constantly being alert and responsive to their needs. And in providing services and products that are superior in quality. The company takes pride in being the preferred solution provider in the speciality chemicals industry today, thanks to the trust that its clientele has put in it.

At Clariant (India) Ltd., the focus lies not only on what the customer requires but also on what the end user would demand. As an ongoing process, efforts are made to improve the quality and features of existing processes and products. The company has

state of the art laboratories which offer superior testing facilities. A new concept has been introduced in the form of setting up a 'mini lab' for textile customers. This enables field executives to instantaneously test the efficiency of products in the customer's premises.

The company's relationship with its customers is backed by expanding the research and development activities to meet their needs, by accelerating the adaptability of production facilities to new trends in the market, and by extending the services and distribution network. Regular customer meets are organised where customers are updated about the latest products being offered. Key Account Managers are appointed who are responsible for meeting the needs of customers. Seminars and exhibitions are actively participated in.

The company believes that the knowledge and expertise that it has in its field can only be enriched if it is shared with its customers. Clariant (India) Ltd. offers a wide spectrum of



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customers a quarterly magazine '**Colour Chronicle**' which carries information that helps them upgrade their knowledge of new products and technology in the field of textiles, paper, leather and plastic industries. A helping hand is readily given to customers for setting up their laboratories, conducting trials, training programmes, dealing with *effluent disposal etc.* *One-to-one interaction with the customers* has helped the company understand and respond better to the challenges that they face.

Satisfying the customers' demands has seen Clariant (India) Ltd. making forays in developing innovative products. New avenues such as antimicrobial finishes, oil and water repellent finishes and wrinkle free finishes have been explored. Also efforts have been made to introduce Flame Retardants, Bioplus treatment, Protection from UV rays and UV absorbers for Automotive fabrics in the textile segment.

Extensive experience and expertise has given Clariant (India) Ltd. an enviable advantage with its customers. The result is often seen in the upgradation of their end-products. The company has emerged a reliable supplier that always has a finger on the pulse of the customer's requirements.

The company has developed an e-Communication system called '**CILFlash Net**' which connects all distributors. It facilitates transmission of indent requests, access to product catalogue, indent status and invoice details. This package is user friendly and reduces operational costs. Besides, it also saves on order processing time. The company proposes to extend the system for on-line processing of payments and status of its account with distributors.

To stay ahead in a fast changing market, one cannot afford to rest on one's laurels. The company has without hesitation seized opportunities to expand its product range in response to the demands of the growing

markets. In turn, it has benefited its clientele by providing integrated solutions.

Clariant (India) Ltd. continues to dedicatedly provide customer care knowing that customer loyalty is as valuable as business success.





Mutual Progress

The company regards the suppliers as its partners in progress. They have merged their vision with that of the company to make it the force that it is today. Mutual trust and respect underlines the bond that they share. Their association with each other has borne fruit in the form of strengthened business ties and a growth in the symbiotic relationship that they have shared over the years.

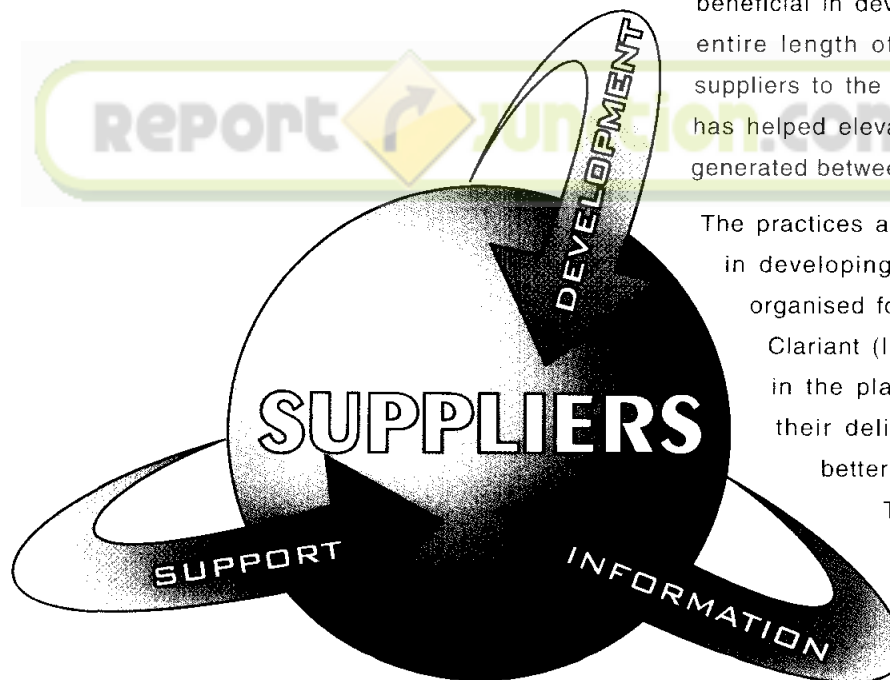
Clariant (India) Ltd., has an extensive range of products which require a wide network of purchase of a variety of material inputs from the suppliers. These are in the form of raw materials for chemicals and dyes production, different types of packaging materials for solid and liquid products and engineering goods. A competent and technically qualified team shoulders the responsibility of managing the entire magnitude of product mix. To meet such a varied demand at a competitive cost, the company has established a well developed database of suppliers.

The company follows a single door policy whereby a product line concept is established. Thus any duplication of effort is avoided resulting in setting of clear goals. The company has elected a hand in hand approach which has proven to be

beneficial in developing the supply chain. The entire length of this supply chain, from the suppliers to the customers is transparent. This has helped elevate the level of faith and trust generated between the company's stakeholders.

The practices and systems help aid suppliers in developing efficient production through organised forecasts and annual contracts. Clariant (India) Ltd. also helps suppliers in the planning process by scheduling their delivery dates, thus resulting in better inventory control at both ends.

This leads to better management of assets, working capital and reduction in costs at the suppliers end. The



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company in turn is benefited by getting regular, undisturbed supply of materials. Payments are guaranteed and made as per schedule, thus establishing Clariant (India) Ltd. as an asset to the suppliers.



Success for any organisation is largely determined by how quickly it can respond to customer requirements. To serve this purpose, Clariant (India) Ltd. is working with its suppliers through indigenously developing an e-Commerce package. This will facilitate better coordination in terms of procurement, know-how of payables and error free operations. Further, the system will enable automatic response system from the suppliers regarding deliveries and stocks at their end, thus allowing for better inventory planning. Plans are in the offing to incorporate the MSDS (Material Safety Data Sheets) and Product specifications on the system to assist in this task further.

The company today is associated with more than 350 suppliers and looks upon them as an intrinsic part of the organisation. They in turn have come to regard Clariant (India) Ltd. as a trusted partner. The company shares with its suppliers a passion for excellence which has helped both evolve together as equals.



Core Strength

Clariant (India) Ltd. considers its committed workforce to be the very foundations on which it stands. The company takes care to enhance employee effectiveness and satisfaction. They in turn appreciate and reciprocate the care that they receive wholeheartedly by making the company's vision their mission.

Only when individuals succeed does the company flourish, is a belief held strongly by Clariant (India) Ltd. Constant interaction with the employees is an integral part of the company's outlook towards bringing about an organisational transformation. Quarterly Target Meets are organised wherein all executives participate to review the corporate goals set. Similarly, functionwise Review Meets are conducted monthly to improve organisational efficiency.

Creativity and competence, combined with a sense of what is desired, are key requirements for achieving success. Clariant (India) Ltd. empowers its employees with a high level of independence and individual responsibility through participation in cross functional task forces.

The company has been organising training programmes aimed at developing managerial competencies of its executives. A series of workshops have been conducted to enhance their technical and human relations skills with the focus being on bringing effectiveness in Management Systems.

Proactive involvement is encouraged in the form of recognition awards. Excellence at the workplace is lauded with the '**Employee of the Month**' and '**Best Learner of the Month**'

Awards. These awards serve not only the purpose of providing an additional avenue for employee participation, but also figure in enhanced effort and increased productivity. Scholarships are granted for outstanding academic records to younger members of the employees' families.

The **CLAP** programme (**CL**ariant **P**articipation to improve **P**rofitability through **P**erformance of **P**eople) introduced in 1996 has resulted in enhanced employee sensitivity towards customer requirements. Customer Visits are regularly conducted to improve customer-employee interaction which in turn allows the employee to recognise challenges that the customer faces and to tailor the products to meet the required specifications.

Suggestion schemes, a part of the CLAP programme, motivate

