Background
DuPont India is a subsidiary of US-based E. I. DuPont de Nemours and Company, one of the oldest industrial enterprises in the world, providing products and services that improve the lives of people everywhere. Based in Wilmington, Delaware, USA, DuPont delivers science-based solutions for markets that make a difference in people’s lives.

In the last 200 years, DuPont has transformed itself from a chemicals company to a science and technology company, encompassing the traditional sciences of chemistry and engineering as well as the newer sciences of electronics and biotechnology. The company is credited with the invention of synthetic materials such as rayon, nylon, neoprene and Lycra®. It has business interests in areas such as agriculture, food and nutrition, healthcare, safety and security, construction, electronics and transportation. After selling its fibre subsidiary early this year, the company is now focusing on fuel cells and nanotechnology worldwide.

DuPont registered revenues of US$ 27 billion in 2003 employing 55,000 people across 70 countries. The company has 20 global research and development centres and its vision is to be the world’s most dynamic science company, creating sustainable solutions essential to a better, safer, healthier life for people everywhere.

DuPont’s association with India dates back to 1802, when the first shipment of raw materials for black powder for explosives was imported from India into the US. Today, DuPont India markets a wide range of products in varied market segments including agriculture, food and nutrition, healthcare, safety and security, construction, electronics and transportation. After selling its fibre subsidiary early this year, the company is now focusing on fuel cells and nanotechnology worldwide.

Factors for Success
Materials developed by DuPont find use in multifarious ways; the company has successfully established each of its materials as brands through strategic partnerships and promotional campaigns. The company has succeeded in creating a whole new segment of cooking appliances (non-stick cookware) through the use of Teflon®.

One of the earliest multinationals in India
DuPont is one of the earliest multinationals to enter the country; the company used India as a sourcing centre for gunpowder in the 19th century. Since then the company has grown to become one of India’s foremost material companies, owning popular brands such as Teflon®. The company employs over 500 people in the country and it was awarded the Hewitt Best Employer Award in 2003.

Partnerships with companies to further business and manufacturing capacities
Through tie-ups with industrial and household goods manufacturers, DuPont has succeeded in achieving widespread use of materials such as Teflon®. DuPont
has an agreement with GAIL to market pipeline coating system. The company has tie-ups with cooking appliance manufacturers such as Prestige, Nirali, Kanchan and Okay for the use of Teflon® in non-stick cookware. On a similar note, Rallis (pesticide manufacturing company) and DuPont have an agreement to co-market each other’s products.

In order to leverage the value of its brand Teflon® beyond cookware applications, DuPont entered into a brand licensing agreement with Epcoat Surface Systems, a car care product manufacturer, to develop protective car coatings.

**Continuously introducing “super-products”**

One of the hallmarks of DuPont has been its ability to develop new products (through R&D initiatives in its labs in the US). DuPont offers a range of products from Teflon® to perfumes and deodorants. Teflon® cookware (non-stick) is fast emerging as the chosen option for cooking appliances. The company has also commissioned an R&D centre for developing products suited to the Indian palate.

Other products launched by DuPont in India include:
- **DuPont™ Delrin®.** This resin is specified by the Indian Railways for use in Carriages for Guide Bush application. The product is steadily replacing metal in this application due to lower cost and higher service life. The company also actively supports application developments by Indian Railways for replacing metal parts used in Carriages, Coaches & Wagons, and Signal Directorates to Plastic where DuPont™ Zytel®, Delrin® and Hytrel® are proposed to be used. These conversions, in addition to fetching advantages of least maintenance, are expected to bring cost savings to the Indian Railways.
- **DuPont Crop Protection Products business helps solve the needs of the Indian farmers by bringing the latest products and technology that have low-use rates and reduced environment footprint.**
- **DuPont™ Typan® geotextile offers ground stabilization solutions in India.**
- **Through Solae, a 72:28 joint venture between DuPont and Bunge Ltd, the company offers fortified soy-protein base nutrition to the Indian food and beverage industry.**
- **DuPont subsidiary Pioneer Hi-Bred has launched high yielding hybrid rice varieties in the country.** India has the world’s largest area under rice cultivation, but ranks second in terms of production, and a poor seventh in terms of yield. With DuPont™ Pioneer® hybrid rice strains, farmers could increase their agricultural output and yield.
- **DuPont India offers a hygienic, bacteria-resistant solution to the segments of healthcare, hospitality and individual homes through the material DuPont™ Corian® Solid Surface. Easy to clean and maintain, DuPont™ Corian® is non-porous and inert - so it does not support the growth of mould, mildew and bacteria. It is being used by hospitals in the country to enhance the hygienic quality of their patient rooms and operation theatres.**

**Establishing its products as household names**

Despite the fact that the company’s customers are industrial manufacturers of household and industrial goods, the company has successfully marketed materials such as Teflon® as brands in themselves. The company initiated a door-to-door campaign in addition to releasing commercials on television to highlight the benefits of Teflon® (as a non-stick cookware material). DuPont also organizes an annual nationwide science paper contest for school kids.

**Leveraging the India Advantage**

**Setting up R&D facilities in the country**

The research & development activities of DuPont in India include an R&D center that conducts field trials for crop protection products, and nationwide R&D centers for Pioneer®-seed research towards development of hybrids relevant to different crops in India. DuPont also has separate R&D agreements with several Indian research institutions. The Solar Company, a DuPont subsidiary, supports pioneering research studies in the areas of protein technologies through its association with various academic and research institutions in the country. DuPont also draws upon the research work and scholastic guidance of India’s eminent scientific fraternity to work towards its mission of Sustainable Growth.

DuPont instituted a chair at the Indian Institute of Science with an endowment of US$ 100,000 to address basic research in materials science, life sciences and polymers. The chair is also a platform to encourage basic research and development in areas of mutual interest to DuPont and IISc. Additionally, Reliance and DuPont have entered into a strategic alliance to develop advanced polyester processes and product technologies in India.

**As an IT support base**

Acknowledging India’s emerging superpower status in the IT sector, DuPont has identified India as one of its sources for Enterprise Resource Planning (ERP) and other application support projects. The company has entered into strategic alliances with Satyam Computers and Accenture to provide support to DuPont’s global network in these areas.

**Future Plans**

**Continuously introducing new products**

The company is set to enter the FMCG market by introducing its globally patented Tyvek® non-woven multi-purpose fibre used for mattress and pillow covers. Further it has plans to diversify into providing laminated glass for building exteriors. The company is also focusing on the country’s agriculture, food & nutrition segment, and the automotive and infrastructure segments.

**India as a sourcing base**

DuPont has assessed India as one of the potential low-cost high-quality sourcing bases in Asia and is exploring the sectors of Specialty Chemicals, Engineering equipment and Engineering Design Services.

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**US COMPANIES IN INDIA**