SRF Limited, headquartered at Gurgaon in India, commenced operations in 1974. Starting with the manufacture of Nylon Tyre Cord Fabric, the company today is a market leader in Nylon Tyre Cord Fabric, Belting Fabrics, and Refrigerant Gases. The Technical Textiles business is the largest business of SRF, and comprises tyre reinforcements, belting fabrics and coated fabrics. This business accounts for nearly 62 per cent of the total sales of the company. The Chemicals business of the company comprises refrigerants, chloromethane and pharma chemicals. The company’s Packaging Films business segment produces BOPET films that are used in packaging of food, cosmetics, personal and health care products. SRF has launched E-biz, a business initiative that offers services to its clients pertaining to all aspects of a project and purchase of consumables.

SRF today operates from eight plant locations in India and abroad including the one in Dubai. The company has two main subsidiaries - SRF Overseas Ltd. (SRFO) and SRF Americas Inc. (SRFA).

SRF earned a consolidated total income of US$ 311.5 million in the financial year ending 31 March 2006 (FY06), up from US$ 267.5 million in the previous year. The consolidated profit after taxation for FY06 stood at US$ 23.1 million. Currently, SRF employs more than 2200 employees.

In the Arab World, SRF mainly focusses on the export of its products. It also has a manufacturing facility in Jebel Ali, Dubai, which helps it to supply its products to other countries in the Middle East and to European countries.

SRF operates in the UAE through its wholly owned subsidiary SRFO, which is an arm of the company’s Technical Textiles business. It has a manufacturing plant in Dubai, and supplies its products to the Middle East, Europe, Africa and South Asia. The local presence has given its products acceptance with many tyre manufacturers in the Middle East market. In addition, products of SRF’s Chemicals (chloromethane, refrigerant gases) and Packaging Films business (polyester films) are exported to various parts of the Middle East, including Dubai.

Factors for Success

High-end R&D

SRF has further enhanced its R&D capabilities. It has established two R&D centres for its pharma chemicals business - one at Bhiwadi in Rajasthan and the other at Chennai in Tamil Nadu. The R&D centre at Bhiwadi is developing technology for HFC 134a and HFC-32. The R&D centre at Chennai has pilot plants and modern laboratories for testing of polymers and fibres. SRF is also investing in its Technical Textiles business to develop different types of yarns and polymers. In FY06, the company
invested nearly US$ 0.6 million on R&D, which was nearly 0.21 per cent of its total revenue.

**Total Quality Management (TQM)**
SRF’s focus on total quality management has facilitated the company to achieve performance improvements. This is substantiated from the Deming Application Prize being awarded to all manufacturing units of its industrial synthetics business.

Further, TQM has also helped by facilitating sharing of best practices across different business lines. TQM has also allowed the company to achieve results in innovation. The engineers in its in-house development team have developed a unique twisting machine, and the company has developed processes that facilitated the launch of new products in the pharmaceutical intermediates segment.

**Information Technology (IT)**
SRF has focussed on IT for effective management of its businesses spanning several locations. It upgraded its ERP Oracle Applications database to the latest version (9i) during 2005-06. This provides higher reliability and speed. The company has upgraded the existing IT infrastructure for its businesses, and put in place a new IT infrastructure for its pharma chemicals business at Bhiwadi. It has also implemented a documentation application for its belting fabrics business. SRF has also installed 'Sparsh', an intranet system used for communication between the company and its employees.