Meeting parent’s expectations
The company decided to invest in India considering the growth in the Indian market. Even though the initial couple of years were not profitable, the company has been able to recover through operational improvements. Currently it enjoys a market share of 22–25 per cent. 5 years from now, the Indian operation is expected to contribute between 6-10 per cent of the group’s worldwide revenues.

Keys to success
Quality, brand name, parental support, improving customer interaction, R&D and product innovation have contributed to the company’s success in India.

Quality
The company’s products are today the acknowledged benchmark for quality in India.

Brand name
Having had its products in the market for over
Additives worldwide

Baerlocher India, the leading supplier of PVC stabilisers also offers from its international manufacturing facilities:

- Octyl & Methyltin Stabilisers
- Specialty Lubricants
- Process Aids & Impact Modifiers
- Calcium Zinc one-packs for cables
175 years, the company enjoys strong brand equity in the minds of the people. This has helped the company establish itself in India in a short span of time.

Improving customer interaction
From having a single national sales manager and a single national technical service representative for all of India, the Indian subsidiary has now introduced separate task forces, for the northern and southern parts of the country, with each having its own sales and technical support. The move significantly improved interaction with customers.

Parental support
Worldwide expertise is available to Indian operations. Whenever a customer demands a tailor-made product and if it is not available with the Indian subsidiary, they get in touch with their colleagues abroad. The best working formulation is then transferred to India, which in turn is provided to the customers. Apart from support in technology, experts from the parent company visit and assist the customers in India to solve problems related to newer and more complicated applications.

Research and Development
Baerlocher’s R&D centre in India became operational in 1998 to leverage the skilled technical and engineering talent available in India. The R&D centre is globally integrated and parts of the same project are investigated for different parameters across the Baerlocher group.

Product innovation
The company initiated the concept of one-packs at a time when the industry was heavily dependent on singles in India. Subsequently, from a consumption of 70 per cent, today the use of singles has been reduced to a meagre 10 percent. Such initiatives have helped the company establish itself as a leader.

Growth and R&D investment
The company is open to achieving growth through market consolidation by mergers and acquisitions. To increase market share, the company is also planning to invest in value added products like environmental friendly additives for PVC and specialised additives for Polyolefins. The company is planning to invest more in R&D infrastructure in India.