BASF has a well established presence in India

BASF's association in India started in 1943, when it acquired shares of R.A. Cole Private Limited, which was engaged in the manufacture of Expanded Polystyrene from imported Styropor®. The name of this company was changed to Indoplast Limited in January 1963 and thereafter to BASF India Limited in September 1967.

BASF India Limited employs about 900 people and has three production sites.

BASF in India has manufacturing facilities in Thane, Mangalore and Dadra, and is engaged in the business of manufacturing & marketing of expandable polystyrene, tanning agents, leather chemicals & auxiliaries, textile chemicals, dispersions & specialty chemicals, plastics and crop protection chemicals.

BASF is driven by the guiding principles of its strategy – BASF 2015:
• Earn a premium on cost of capital
• Help customers to be more successful
• Form the best team in industry
• Ensure sustainable development

In the quest to achieving its goals, the company is committed to uphold the Value System of BASF.

India's growing economy presents an attractive growth market for BASF

India’s growing economy has been aided by strong growth in several key sectors, which are in turn, customers for BASF. The company's products find use in a variety of sectors such as automobiles, white goods, construction, textiles, paper and pharmaceuticals. All these sectors have been experiencing strong growth in India.

For example, India’s automobile sector has been growing at a CAGR of over 14 per cent over the past 4 years, Electronics sector has been growing at nearly 11 per cent while Engineering has been growing at over 10 per cent CAGR. There has been a sustained thrust on infrastructure development, which has led to growth in construction activities.

All these could result in good growth potential for BASF. Enablers like infrastructure and
regulations are critical for the company to fully tap the growth potential.

Technology, Quality and Training are the key pillars for success. Product Innovation, R&D and Quality are keys to success in the chemicals industry. BASF lays great emphasis on these factors, and the Indian operations get complete support from the global parent in these areas. In 2005, BASF established the Asia Technical Centre Textiles, catering to the textile industries of South Asia. Also the BASF R&D Centre, which was established for more than 25 years, is now a part of the Global Technology Platform of BASF AG.

Quality control and quality assurance

Each BASF site in India has a well-equipped Quality Assurance and Quality Control department working. This ensures that the company’s products conform to the highest global standards and are competitive internationally.

Training and development

BASF puts high emphasis on training employees to meet their job requirements. The BASF Asia Pacific Program for Leadership Excellence (APPLE) is one of the premier leadership development courses in the chemicals industry. The program strives to develop management potential for key positions in Asia Pacific.

Apart from the Leadership Development training BASF India ensures that the training need of each employee is mapped and appropriate training courses are run either with in-house or professional trainers.

The 3D model for business excellence

BASF India continuously plans and executes targeted programmes to address the three dimensions of Economy, Ecology and Society, which it considers the three key pillars of sustainability.
Considering the expected growth in domestic demand, the company has expanded manufacturing capacities wherever required. For instance, the capacity of the Mangalore plant producing dispersions is planned to be enhanced from the existing 20,000 tonnes per annum to 65,000 tonnes per annum.

The company perceives synergies between the South Asian markets in terms of customer requirements.