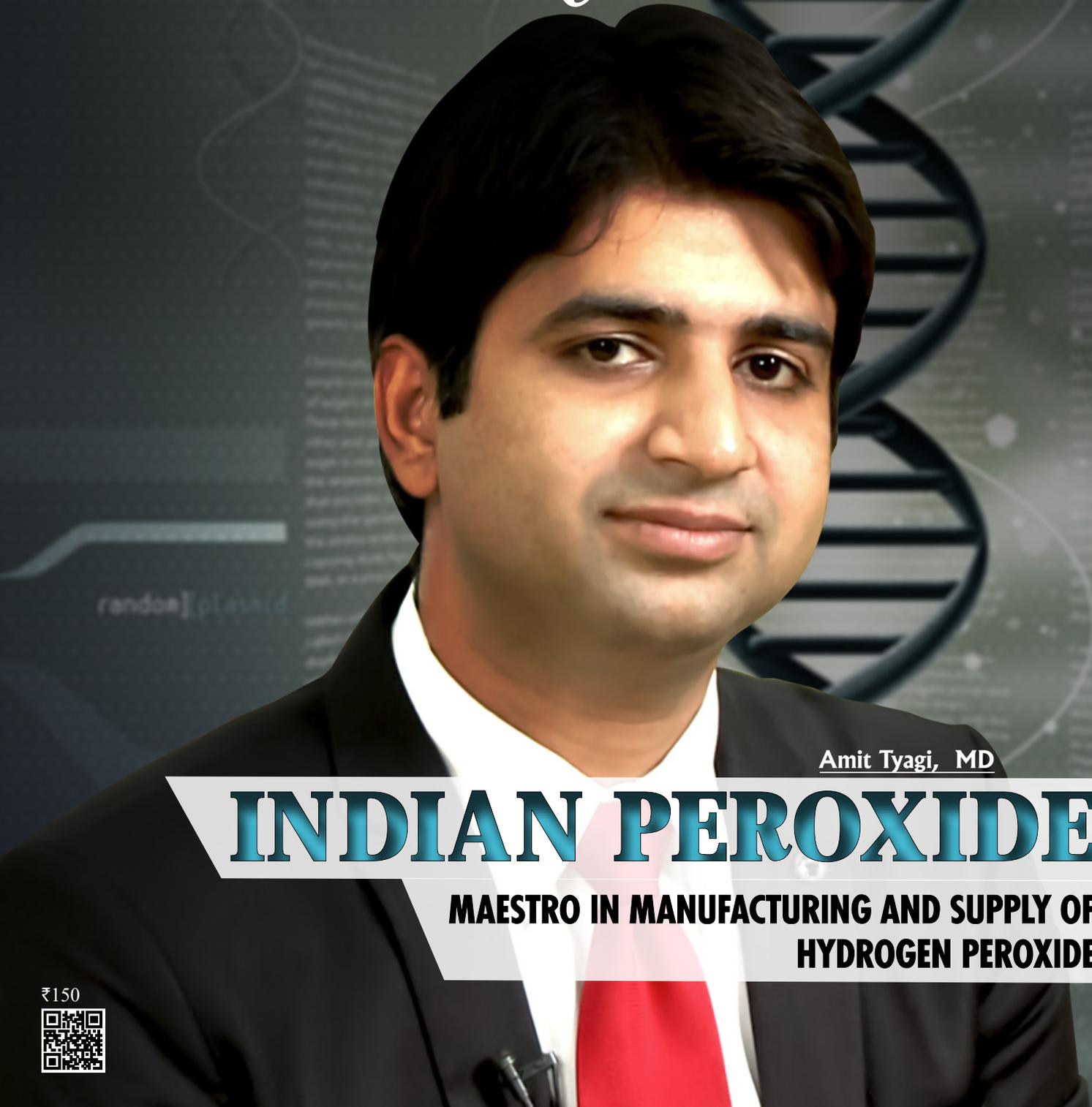


Industry Outlook

CHEMICAL STARTUPS

THEINDUSTRYOUTLOOK.COM

JANUARY, 2022



Amit Tyagi, MD

INDIAN PEROXIDE

MAESTRO IN MANUFACTURING AND SUPPLY OF
HYDROGEN PEROXIDE

₹150





INDIAN PEROXIDE LTD HAS ITS PLANTS BASED ON ADVANCED SWEDISH TECHNOLOGY TO PRODUCE THE HIGHEST QUALITY COLOURLESS AND HIGH STABILITY INDUSTRIAL-GRADE HYDROGEN PEROXIDE. OWNED BY THE EB NUBERG, THE SWEDISH CHEMICAL PRODUCTION TECHNOLOGY ADOPTED IN THIS PLANT IS ONE OF THE MOST ADVANCED ONES



Amit Tyagi, MD

Industry Outlook TOP 10
**CHEMICAL
STARTUPS - 2022**

INDIAN PEROXIDE

MAESTRO IN MANUFACTURING & SUPPLY OF HYDROGEN PEROXIDE

Today, the chemical industry directly contributes to global GDP, thus making it the fifth-largest manufacturing sector in the world. India has one of the world's largest chemical markets. The chemical industry is the backbone of India's industrial development. More than 80,000 chemicals are produced in the country and used in a variety of industries such as healthcare, textiles, electrical and electronics, agriculture, packaging, automotive pharmaceuticals, construction. The Chemical industry in India is expected to grow at 9.3 percent per annum to reach \$304 billion by FY 2025. The market size of the Chemicals & Petrochemicals sector in India was around \$165 billion during 2019-20 and is expected to grow to \$300 billion by 2025. Till 2024, the chemical market will potentially touch every nook and cranny of the country's economy and it will play an important role in shaping the lives of individuals and India's overall chemical output. In terms of demand, the industry has grown approximately 1.3 times the country's average GDP growth in the last five years, and going ahead it will reflect a strong linkage with the GDP.



Cashing-in on the growing demand of Industrial Chemicals in India, Indian Peroxide Ltd. (IPL) is a young firm that has stepped up with a vision of manufacturing and supplying Hydrogen Peroxide in various formats. Setup to meet the growing demand of high-quality, speciality chemicals in the Indian market, IPL has established an environment-friendly manufacturing facility with the highest-quality standard production process, backed by patented and advanced Hydrogen Peroxide manufacturing technology from EB Nuberg of Sweden.

“With increasing competition on one hand and mounting challenges on the other, the only way for chemical start-ups to survive in today’s business environment is to convert such challenges into opportunities. Chemical startups should embrace technologies that would result in greater efficiencies in order to meet such ever evolving challenges. At the same time, start-ups need to take the lead in addressing sustainability, collaborating with government and regulatory bodies in creating and developing new policies and requirements,” says Amit Tyagi, MD, IPL.

Further, Amit shares, “The establishment and foundation of IPL was laid-down considering it as a startup in the Bulk & Speciality Chemicals segment. Today, the propulsion of our organization is based upon both these segments considered together. The

initial thrust in demand is given by bridging the gap in the Bulk Chemicals sector & the drive is to create niche opportunities with differentiated & diversified formulations in catering to the Speciality Chemicals segment. Under this situation, and as a start-up this would help us in positioning stronger in the domain of the Chemical Industry”.

Blending Ideas & Innovations

Being one of the leading manufacturers and suppliers of Hydrogen Peroxide with a world-class capacity of 150 TPD, IPL has its plants based on advanced Swedish technology in producing the highest quality of colorless and stabilized Hydrogen Peroxide. Owned by the Nuberg Group, the Swedish chemical production technology adopted in these plants is one of the most advanced ones. With its state-of-the-art plant sprawling across 150,000 sq. meter, today, IPL plant is one of the biggest Hydrogen Peroxide Manufacturing Facilities in India. Striving for on-time delivery and the highest level of customer satisfaction, IPL strongly focuses and believes in building and maintaining healthy relationships with its customers, vendors, stakeholders and partners. In pure chemistries of virgin hydrogen peroxide, IPEROX will be the flagship brand of IPL.

With the use of advanced Swedish technology, IPL

ensures that the highest quality through conformity of standard production process is met. IPL plant adheres to world-class standards for health, safety, and environment. Since IPL Hydrogen Peroxide production technology is based on anthraquinone auto-oxidation process, it produces high yield capacity and conformance to quality while remaining environmentally friendly. “Silverox is a unique creation & the first step in diversification programs of IPL towards addressing the needs of Speciality Chemicals domain. The product is a unique combination of IPL’s basic finished good Hydrogen Peroxide for different grades as per customized requirements that are processed with a range of other Speciality materials, thereby providing high value addition in diversified market segments of Agriculture, Healthcare, Food, Animal Nutrition and others. Since manufacturing of our products involve a high degree of clean environment positioned with consistency and stabilization; this requires a key element of modern manufacturing practices in which IPL has both in house capabilities & also long-term vision in making Silverox a visionary product,” highlights Amit.

Flavors & Fragrances, Pharmaceuticals, Mining, Food, Healthcare and several others.

On a life cycle curve, IPL is still in a seed stage, where it has been able to create offshoots in a short span of three years. Currently working towards its expansion program, IPL is doubling capacity from existing 150 tpd to 300 tpd in FY 22-23 which would help in serving the growing industrial demand both nationally and internationally. Today, IPL serves a customer base of more than 350 clients through a nation-wide India distribution network and it even wide India distribution network and it exporting to several countries. Even though being a start-up organisation, IPL has been able to live upto growth expectations successfully while falling under the ambit of the Indian Chemical Industry.

Marching ahead with the vision to be recognized in both Bulk & Speciality Chemicals domain, within a small span of time, IPL has harvested its focus on conventional chemistries across existing markets viz. Paper, Textiles, Effluent Treatment, and also taken forward steps in diversification programs related to other Industry segments viz. Food, Chemical Synthesis, Healthcare, Animal Nutrition and others.

Even in chemical synthesis applications that were classified under conventional chemistries, IPL has helped its customers in creating and devising means through use of different grades of its finished products that have helped customers in realizing value addition while creating a win-win situation for both entities.

Signing-off by sharing the future roadmap of the firm, Amit says, “The roadmap of IPL is chartered distinctly in serving both Bulk & Speciality Chemical markets—nationally & internationally through a diversified product range

& expanding customer base. Since commissioning of the Dahej plant, IPL has expanded manufacturing capacities from 125 tpd to 150 tpd (within the last three years) and the gearing ratio can be well estimated as IPL furthers in doubling its existing capacity of 150 tpd to 300 tpd during the next year. Moving further ahead in coming years, IPL has plans to enter core businesses of Chlor-Alkali domain that will further augment its customers base, product lines and help in providing economies of scale”.



Marching Ahead with Growth Objectives

IPL has a team of 50+ high-skilled professionals who enable the firm in delivering the highest quality of chemicals, and making IPL one of the biggest chemical manufacturing plants in India. With its team of experienced professionals who spell of diverse skill sets and extensive experience through latest technologies and software, IPL is successfully serving both domestic and international markets for various industry segments viz. Paper, Textiles, Chemical,