



**Vinay Thadani**  
Marketing Director

**How would you describe the journey of your company since its inception? What are some of the key products / services offered by the company?**

ABC Chemical Exports Pvt. Ltd is an ISO 9001(2015) certified, Govt recognized Star Export House setup in 1997. It's a multinational Speciality Chemical distribution company supplying key raw materials to the printing ink, Paints, Resins, plastic masterbatch Industries & offering key substrates to packaging industries. It's the flagship company of the ABC Group, which is in existence since 1984.

Head quartered in Mumbai, India, ABC operates global sourcing and international sales platform through their offices in China, UAE, Egypt, Thailand, Nigeria, Kenya, Lebanon and USA.

ABC is known to be a reliable service provider to Printing Ink industries in India over 34 years & they have left their footprint in more than 25 countries across the globe for over 21 years in terms of dependability, reliability, transparency with customer service mindset.

**Focus of ABC is on 5 priorities:**

- Customer Satisfaction
- Continuous improvement on Product and services
- Value added Products
- Timely deliveries
- Quality assurance

**Some of the key products are as below,**

- Titanium Dioxide
- Nitrocellulose

## ABC Chemical Exports Private Limited

- Polyamide Resin
- Pigments + Chips
- Resins & Monomers
- Oleochemicals (Fatty Acids, Alcohols)
- Aluminium Foil & Speciality Substrates
- Industrial Solvents

**What challenges did your company face during the pandemic? What modernization techniques did your company embrace to steer through the crisis?**

**Supply Chain Reliability** – With Majority global supply partners of ABC hit by the covid pandemic & were forced to halt their plant activities. It created serious supply disturbances towards servicing end customers of ABC.

-ABC Team communicated the facts to the customers & supplied materials from their distribution warehouse stocks. Did also offer alternate products for qualifications to keep customer operations running.

**Infrastructure creation & Mindset change for Teams** – The logistics & supply chain operations were seriously impacted during Pandemic period. ABC Management managed limited entry passes for key operations members. Invested into reliable Hardware & Internet support for team members working from homes & kept operations running. HR department worked on the mindset change of team to work from home efficiently & effectively.

**On Job Training & Culture of Trust & Transparency** – In everchanging environment employees also learned new skills. Worked independently applying their knowledge & mind. It created a culture of Trust, transparency & adaptability within Organization.

**Business Operation review** – Business review were conducted via Video

Conferencing via web platforms like Zoom / WebEx. It's been followed today for Global customer & supply partners reviews globally. ERP Implementation is initiated & due for FY 21-22 completion.

**Creation of Safe Working environment**

– Admin & HR team created a social distancing awareness, hygiene & health consciousness in Office environment with specific seating arrangements. Work from home & office roasters were created.

**Vaccination Drive** – The admin & HR Team ran a Covid -19 vaccination drive for employees with no cost towards the employees.

**What are some of the key factors that differentiates your company from its peers? What are the factors that give you an edge over your peers?**

ABC – Team works very closely with customers, understanding their unique functional & business needs & priorities across the organization hierarchy.

Consolidation - Over 20 different products of different make, origin, technicality, nature, shelf life are sourced effectively & consolidated at ABC Warehouse. After palletization & labelling is shipped in one Container. Diff warehouses Managed from 3 different countries (India, UAE & China).

Provides convenience, cashflow Management & Shelf-life management for customer.

For Cross country shipments, preshipment samples are sent to customers. Also, the same is tested at ABC Testing LAB in Mumbai for validation, Ensuring quality norms adherence.

Both these above activities separate us from the industry peers, distinctly





# ABC Chemical Exports Private Limited

**ABC Chemical Exports Pvt Ltd.** is a well-recognized trade and distribution multinational & Govt of India awarded Star Export House. It has QMS System Certified by Bureau Veritas.

Was setup in 1997, for supplying key raw materials to the printing ink industry. Which today has expanded in a one stop shop for Sourcing key Raw materials for Paints, Resins, Plastics Masterbatch & Packaging Industries along with Ink Industry. The Company is a part of ABC Group, which was incorporated with a humble beginning in 1984.

Head quartered in Mumbai, India. ABC operates global sourcing & international sales through their setups in **China (Shanghai) UAE (SAIF Zone), Egypt (Alexandria), Thailand, Nigeria (Lagos), Kenya (Nairobi) & USA (New York).**

ABC Represents around 15 different Speciality Chemical Manufacturers as representative distributor for Pan India, Middle East, Africa Region & part of North American regions.

## **ABC Works with Multiple Business Models to serve their markets:**

- 1. Stock & Sale** – To serve Customer needs with just in time supplies in different regions, ABC has established their own & 3rd party Warehouses in different countries as follows:
  - i) Mumbai – India
  - ii) Jebel Ali – UAE
  - iii) Alexandria – Egypt (North Africa)
  - iv) Nairobi -Kenya (East African)
  - v) New York – United States (North America)
  - vi) Shanghai – China (Major Sourcing Office)
- 2. Consolidation of Products** – USP – Via India, China & UAE Warehouses, ABC sources & maintains Multiple raw material product stocks at above locations. Based on customer's needs, Consolidate & export those in Containers to customer. This serves as a significant cash flow Mgt process for the customers & solves problems of Shelf life Mgt & obsolescence. It takes care of logistics hassles.
- 3. Direct Indenting** – For large Multinational Customers, ABC negotiates & organizes direct supplies in large Volumes from manufacturers wherein acting as a Servicing agent.
- 4. Own Testing Lab** – has Setup Application development & Testing Lab in Mumbai. This ensures that only approved quality of products gets through the system & gets exported to the customers. This brings in quality reliability.

**5. Supply chain Operational excellence** – To ensure timely supplies of product to customer as per their agreed lead times, ensuring no plant downtime for customers, via network of Logistics team at 4 different sourcing locations.

**6. Sourcing Centers** – To ensure sourcing of products from 4 different continents  
Have specialized Sourcing & functionally competent supply chain team members.

Security of supply – Created alternative product sourcing, as a backup in case of any eventuality in the key manufacturer's (Principal) plants.

**7. Participating in International Exhibition** – In order to remain relevant in the Industry, ABC Participates in different International Trade exhibitions , as below:

- i. Middle East Coating Show (Dubai) – **Middle east & Africa region**
- ii. China Coating show – **Far East & South East Asian region**
- iii. European Coating Show – **Dusseldorf – Germany (European region)**
- iv. Plast India, Plativision & Printpack, Asia Coating - **Indian Subcontinent**
- v. Gulf Food Exhibition – **UAE & Middle east**

## **Awards & Recognitions**

- ◆ Best Stall Award Asia Coat Ink Show 2019 (AIPIMA)
- ◆ Plaque of Appreciation Award
- ◆ Top Sales Performance Agent Award 2018 by Nobel NC
- ◆ Best Service Award 2018 (AIPIMA)
- ◆ MSME Export Achievement Award for Outstanding Performance
- ◆ Woman Achiever Award
- ◆ Excellence Award to the Best Stall Asia Coat Ink Show
- ◆ ECGC Indian Exporters' Excellence Award
- ◆ Our MD (Mr. Hiroo Thadani) did feature in B2B RADIO SODES

## **Memberships & Industry Association Affiliations**

- ◆ Chemexil
- ◆ Indian Merchants Chambers
- ◆ Federation Of Indian Exports Organization (FIEO)
- ◆ Indo Arab Chamber of Commerce
- ◆ Assocham
- ◆ Sharjah Chamber of Commerce
- ◆ Indo-German Chamber of Commerce
- ◆ All India Printing Ink Manufacturers Association (AIPMA)
- ◆ Indian Resins Manufacturers Association (IRMA)
- ◆ All India Plastics Manufacturers Association (AIPMA)