



Just Chemicals
make a
formula, only
active science
takes life
ahead

Shining Perspective

- Increased M&A activity
- Shift to environment friendly technologies
- Increased focus on technology to reduce costs

The future of industry will be driven by investment in R&D capacity building measures. There is a visible shift in capacity from Europe to Asia pacific and Companies with proven track record of innovations stand to benefit from this wave.

The industry will see mergers and acquisitions; Indian companies taking over foreign companies to expand their geographical market.

Technologically, there is an apparent shift in investment in environmentally friendly chemicals and away from traditional petro-chemicals.

With Barack Obama laying stress on investments in cleaner energy and healthcare, the end user industries will see spurt in growth thus benefiting chemical sector tremendously.

Industry Growth Drivers

- Increased private investment in R&D facilities
- Strong end user industry growth
- Evolving customer needs
- Increased foreign collaborations
- Increased FDI in sector

Industry Competitive Scenario

- Highly competitive with presence of larger players with national presence
- Product innovation centric
- Expanding distribution network

Industry Complexity

- Access to feedstock
- Access to technology
- Distribution channels
- Absence of supporting infrastructure

Industry Pain Areas

- Huge initial capital investment makes entry of new players difficult
- Continuing world wide inflation
- Decreasing raw materials
- High energy cost making energy intensive process further costly



Delivering extra benefit

Shining Consulting Pvt., Ltd.
17, Visveswariya Industrial Area,
Mahadevapura 2nd Stage,
Bengaluru - 560 048, India.

Tel : 91-80-4127 6999 / 81
Fax : 91-80-4127 6990
Email: shining@shiningconsulting.com

www.shiningconsulting.com