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ABSTRACT

Session 2: Paper 1

DYESTUFF INDUSTRY: COMPETING GLOBALLY THROUGH VALUE ADDITION

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The global dyestuff industry has shifted its base from the West to the East as the developed countries found it increasingly difficult to derive enough margins from the Synthesis activities.

The Dyestuff industry is now divided in two distinct classes: Synthesisers and Formulators / Product providers. During the last two decades, in spite of low growth few manufacturers have survived due to the 'exit of major players'.

To ensure a brighter future these units will have to graduate to the higher level and position themselves as 'Solution Providers'

This paper traces the Eastward shift, effect of 'globalisation process' and lists the steps to be taken for becoming a complete Dyestuff Manufacturer.

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He started his career as a R&D Chemist with May & Baker Ltd., London, and after his return to India became CEO of Universal Dyestuff Ltd, Vadodara. He had a stint with Deepak Nitrite as GM, after which he assumed the role of M.D. at Amar Dye Chem Ltd. He then became E.D. at Indokem Ltd. (part of Khatau Group).

After a brief consultation assignment with Yabang Group Companies, China, he joined as President, Colors Division at Atul Limited, a position which he currently occupies.