



Mrs. Paru Jayakrishna - CMD

ASAHI SONGWON LTD.

Customer centric

W HAT ARE ASAHI SONGWON COLORS LTD.'S CORE VALUES ?

The Core values of Asahi Songwon Colors are as under:

- Team Work
- Integrity
- Professionalism
- Transparency
- Business Ethics

HOW DOES ASAHI SONGWON LTD. DIFFERENTIATE ITSELF FROM THE COMPETITORS?

Asahi Songwon colors Ltd. is different from its competetors in following areas:

- Quality Product Supplier
- REACH Compliance
- Zero Defect & Timely shipment
- Customer Satisfaction
- Technology

WHAT ARE THE PLANS FOR THE FUTURE IN TERMS OF EXPANSION & GROWTH ?

The Company has already set up an Azo Pigment Plant at Dahej in joint venture with TTC of UK.for future Growth.

The Pigment alpha Blue is running with full capacity and company is hopeful to double its capacity in next one year.(Expansion)

The CPC Blue Crude Plant is running at fullest capacity and achieved the maximum production. The company is planning to enhance its capacity in near future.(Expansion)

The Company has identified certain API's (Active Pharmaceutical

Ingredients) who are having good demand in India & abroad. The working on these API are under progress.(Future Growth Plan)

WHAT ARE STRATEGIES DOES ASAHI SONGWON LTD.IN PLACE TO IMPROVE YOUR SUPPLY CHAIN AND BUILD LONG TERM RELATIONSHIPS WITH KEY SUPPLIERS?

Asahi Songwon Colors Ltd. has taken many steps to build the relationship with Overseas Buyers. Few strategies are highlighted as under:

- Complying the regulations enforced in Buying Country.
- Timely Shipment and Processing of Documents within short time.
- Measuring the Customer satisfaction in terms of Repeated orders / Solving Complaints / Timely Payment / No Penalty imposed / Pre Shipment sample approval / Price / Credit Limit.
- Conducting Ecovadis audit as stipulated by Key Buyers.

WHAT ARE SOME OF THE KEY GOALS MR.PARU M JAYKRISHNA AND ASAHI SONGWON LTD.; HAVE ACHIEVED SINCE THEY HAVE BEEN THERE ?

The Company has achieved following key Goals since its inception:

- Asahi is one of the largest Manufacturer and Exporter of CPC Blue crude in India. (2021)

- Joint Venture with Songwon Colors Co.Ltd.of South Korea. (2005-06)
- Technology tie up with DIC corporation of Japan to manufacture Pigment Beta Blue.(2007-08)
- First time Pressure technology being adapted by Asahi Songwon Colors Ltd.in India.(2005) - in CPC Blue Cruide
- Additions of New Products in Asahi's Baskets every year:
- Pigment Beta Blue - 15.2/15.3(2008)
- Pigment Alpha Blue - 15.0 / 15.1(2020)
- Ammonium Sulphate (Powder) from Waste Liquor(2009) - made from waste ammonia water
- Recently Entered into Azo Pigment Business with Jt.Venture with TTC Group of UK.(2021)
- Setting up of an R&D centre to develop High Performance Pigments at Padara Location. (2012)

RECIPIENTS OF MANY AWARDS FROM STATE AND CENTRAL GOVERNMENT AGENCIES:

- A.Best Exporter Award from CHEMEXCIL.
- B.Adjudged as Best SME by Bradstreet & Fullerton in 2008.
- C.Best Export Performance award by Govt.of Gujarat.
- D.Best Exporter Award from GDMA - No.of times.