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INDO-JAPAN POLYMERS

INDO-JAPAN

## THE ORGANISATION

Indo-Japan is a specialty product supplying organisation, with a focus on pre-compounded & dispersed products – with emphasis on performance & critical applications. While our primary focus is Japanese transplants in India, we also work with Indian customers for supply of key raw material.

Indo-Japan Polymers Private Limited is a joint venture between the promoters of Ram Charan Co Pvt Ltd., India & **Shinichi Kato Office Co., Ltd**, Japan. It was formed in 2009.10 as a private limited company and has now forward integrated to toll manufacturing of dispersions & finished rubber compounds for our customers.

## THE PROMOTERS

**Ram Charan Co Pvt Ltd.**, was established as a partnership organisation in 1966/67 for the sale of raw material to various industries. Ram Charan is now a US \$ 40 million organisation with a all India presence, and is rated amongst the top 150 chemical distributing companies in the world.

Please visit [www.ramcharan.org](http://www.ramcharan.org) for more details.

**Shinichi Kato Office Co., Ltd** Office was established in the year 2000 and is a leading trade & consulting company in Japan in the rubber business, with a sales turnover of US \$ 10 million.

Please visit

<http://www.rubberstation.com/katooffice/English.htm>  
for more details

## THE SOLUTION / WORK FLOW

Indo-Japan was importing raw materials, as well as sourcing them locally for usage by specific Japanese customers.

These Japanese customers had set up plants in India to supply finished rubber & plastic material, for sale of finished automotive & engineering goods to customers such as Suzuki, Toyota, Honda, Nissan, Mitsubishi, Hitachi & Sony.

The final products are used for auto, infrastructure, telecom & other engineering applications.

Now we have forward integrated to sell pre-mixed rubber compounds & dispersions to such customers, who find it easier to use the products given constraints of power, technology & training within their organisations. We commit to Japanese quality & standards for the products sold, using technology & trained consultants from Japan who help us arrive at the right product for sale.

## HOW WE OPERATE

We are currently working from one central office at Chennai.

Products are imported into Chennai and sold to customers, or sourced locally & sold to customers, depending on the suppliers. We have a tie up in outsourced manufacturing with two plants – one in South & one in West India for Compounds & Dispersions.

We have a control lab installed at the central office in Chennai, which helps us manage the out sourced production.

We have mapped compounding requirements & growth of current compounders in India since 2007. The study has helped us position our product appropriately. It gives a polymerwise break up of users & applications. A similar study is on going for the dispersion business.



#### **AREA OF BUSINESS**

RUBBER COMPOUNDS  
PLASTIC MASTER BATCHES  
INK AND COATING DISPERSIONS  
SPECIALTY PRE-MIX PRODUCTS

#### **FUTURE - OPPORTUNITIES**

We have grown the business by approx. 12 times since its inception, in the last three years. With an established customer base we are now looking at growing the business by about 10 x, through the supply of tailor made finished products to our customers.

Our value to customers would be to offer them a finished semi-manufactured product as per Japanese standards, as per global norms. This would help them focus on making & selling a finished product which is the global practice. Having an established customer base with names such as Kansai Nerolac, TVS, Nishikawa is of immense help to our efforts.



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