Our Business Model

Our Mission: Serving Society Through Science

Our business scope _

Business Segments

Basic Chemistry Products

Pioneer in Basic Inorganic Chemicals representing Chlor-Alkali industry. Global market leadership in Soda Ash (#3) and Sodium Bicarbonate (#6).



Specialty Products

Green Chemistry Focus - Fermentation platform based Prebiotics & Formulations; Silica for Green applications and a range of Agri inputs for farm productivity (through subsidiary Rallis India Ltd.)



Focussed customer segments

B2B – Flat Glass, Container Glass, Detergents, Construction, Agrochemicals, Animal Feed, Food & Pharmaceuticals

B2B – Food Processing, Animal Feed, Pharma, Automotive Tyre, Personal Care, Agrochemicals Companies

B2F – Farmers

Focussed geographical footprint

We have 13 manufacturing facilities across 4 countries and marketing presence in 30 countries



Value chain presence

Mining / Extraction

Manufacturing

Distribution

Sales & Marketing (B2B and B2F)

Basic Chemistry: Soda Ash, Salt, Bicarbonate, etc.

Specialty Chemistry: Prebiotics, Silica, Agrochemicals, Seeds

- Upstream presence with access to natural resources (brine from captive salt works and trona ore from mining) ensuring long-term assurance
- Mithapur plant is one-ofits-kind globally having integrated manufacturing across Sodium derivatives
- Value chain extension into Specialty
 Silica manufacturing
- Natural Soda Ash production (in US and Kenya) has cost advantage over synthetic Soda Ash, and has lower energy usage and carbon intensity
- Rallis India is amongst India's leading manufacturers of Agrochemicals and Seeds

- Extensive and lean distribution network
- Multi-modal (sea / water, rail, road and air) transport capability providing last-mile connectivity

B2B

 Dedicated product development team working in collaboration with large customers

B2F (Rallis India)

- Complete range of farm solutions and value-added services (crop and weather advisory and farm mechanisation)
- Presence in 80% of India's districts through 6,800 dealers and 93,000 retailers





Innovation based on Green chemistry principles drives our growth by creating distinct value for customers. We demonstrate high levels of commitment towards sustainability and empower communities that we serve.

Key resources and relationships on which we depend to create value

Key Resources

- Financial capital
- Access to natural resources like land, water, trona, solar salt, limestone
- Access to energy
- Mining rights
- Manufacturing infrastructure and support services
- R&D centres and technically skilled people
- Process know-how, technology (R&D) and digital infrastructure

Key Relationship

- Customers
- Farmers
- Employees and trade unions
- Suppliers and partners
- Communities and NGOs
- Equity investors and banks
- Government

Building competitive edge with process excellence

- Green Chemistry principles in design & development
- Access to low cost feedstock / raw materials
- Operational efficiencies supported by automation and technology
- Supply chain efficiencies: Logistics and Warehousing Optimisation & Costs



- Innovation
- Customer Relationship Management (VoC / feedback)
- Value-added services: Just in Time
- Product customisation
- Quality and consistency

Enablers -





Technology (R&D)







Sustainability



Values



Safety



Passion



Integrity





Output .

We produce a wide range of bulk and value-added products including Soda Ash, Sodium Bicarbonate, Salt, Specialty Silica, Prebiotics & Formulations, Crop Care (Rallis) and Seeds (Rallis). In FY 2021-22, 3,821 KT of Soda Ash, 224 KT of Sodium Bicarbonate and 1,630 KT of Salt was manufactured.



