**Marketing Plan**

**Product Key Specifications**

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| Component | EAA | GAA |
| Acrylic acid | Min 99.5% | 99.95% Min |
| Water | 1000 ppm Max | **500** ppm Max |
| MEHQ inhibitor | 200 ± 20 ppm | 220 ppm Max |
| Diacrylic acid (dimer) | 1500 ppm Max | 300 ppm Max |
| Maleic anhydride | 200 ppm Max | 1 ppm Max |
| Furfural | 500 ppm Max | 1 ppm Max |
| Benzaldehyde | 500 ppm Max | 1 ppm Max |
| Phenothiazine |  | 0.5 ppm Max |
| Total other carboxylic acids (acetic + propionic) | 1500 ppm Max + 500 ppm Max | 350 +150=500 ppm  Max |
| Acrolein | 30 ppm Max | 1 ppm Max |
| Color (APHA) | 20 Max | 10 Max |
| Iron (Ferrous and Ferric State) |  | NIL |

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| Target Product | EAA | GAA |
| Target End-Use Industries | Textile (%)  Automobile (%)  Plastics (%)  Dispersion (Paint & Coatings, Adhesive) (%) | Super Absorbent Polymer (%)  Water Treatment (%)  Detergent (%)  Paper (%) |
| Target Domestic Regions | West India (%)  South India (%) | |
| Target International Countries | Bangladesh  Myanmar  Nepal  Sri Lanka  Taiwan  Malaysia  China  Singapore  United States of America  United Arab Emirates  Saudi Arabia  Kenya  Türkiye  African Countries | |
| Pricing Strategy | - Customized pricing (discounts) based on volume or long-term contracts to incentivize bulk purchases. Offered price should be lesser than the landed price of the imported AA.  - Focus should be on Contract Pricing: Establish long-term contracts with customers that outline pricing terms and conditions. | |
| Price Range CIF (INR/Ton) | 13,20,00-13,50,00 | 13,50,00-14,00,00 |
| Distribution (Channel Partner/Distributor Network, Direct Selling) | - Enrolment of New distributors near the major consumption centres of AA  - Explore partnerships with distributors, agents, or other complementary companies in the value chain to expand market reach | |
| Marketing and Promotion | - Organize workshops to educate distributors and in-house marketing department about the product (AA)'s features, benefits, and value proposition. Equip them with the necessary knowledge and tools to effectively sell and communicate the product to customers.  - Making Technical Sheet and potential customer list available to distributors and in-house marketing department  - Cluster the existing customers of BPCL by the potential end-users of AA and inform them about the BPCL’s AA product  - Identify key customers and prospects who would benefit from the new product (non-BPCL customer). Engage with them through personalized communication, product demonstrations, and presentations to generate interest and address their specific needs.  - Participation in relevant industry (B2B) trade shows, conferences, and events, in India and abroad, to showcase the new product, network with potential customers, and generate leads. Product should be properly presented and visually appealing at the booth. Few examples of trade fairs:  India Chem (India), ChemExpo India (India), ChemTECH World Expo (India), Chemspec Europe (Europe), International Chemical Industry Fair (ICIF) China (China) | |