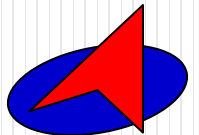




# **Advance Group – An Introduction**

- History
- Vision & Mission
- About Us
- Businesses
- Working with Advance Group



# History

**1939 - 1947** Produced and distributed own brands of medicated bathing soaps

**1948 - 1979** Produced and distributed own brands of fabric care products

Maintained local leadership position on strength of quality

Operation still in existence today

**1979- 1989** Involved in setting up close to 250 detergents units

Provided extensive support and advice on formulation as well as manufacturing technology

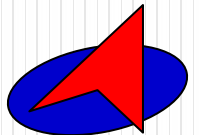
On BIS committee for laundry care products

On GOI's small scale detergents sector development committee

On GOI's import advisory committee

**1989- 2002** Acquired leading regional laundry care brand

Produced and distributed own brand of laundry care products nation wide



# History

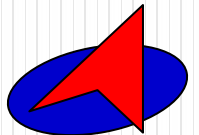
**2003- 2006** Concentrated focus on our core – manufacturing and industrial selling in 2003

**2007onwards** Redefined aim to :-

Be a leader in the home & personal care manufacturing core

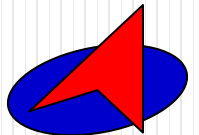
Partner brand owners in their quests to achieve market leadership

Deploy our proven strengths as leader in technology, quality control, customer service, deliverables



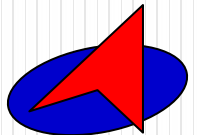
# Our Vision

To become a world class, dynamic, modern and ever expanding organization that nurtures its values and ethics and works towards their enrichment.



# Our Mission

- To be a leader in all our businesses through technological innovations, market responsiveness and by offering best value for every product and service that we deliver.
- To continue to achieve higher standards of quality of products and services, thereby gaining customer confidence and satisfaction.
- To attract, train and retain best people in the industry and create a spirit of camaraderie and conducive work environment that perpetuates employee growth and contribution.
- To continuously update technology base for self-reliance, growth and development of all group businesses.
- To preserve the environment and maintain ecology around all business locations & plants and help enrich quality of life.



# About Us

- An experienced diversified business house with interests in

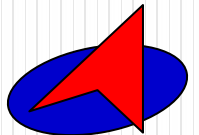
**Surfactants**

**Surfactants Based Specialty Chemicals**

**Contract Manufacturing**

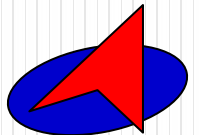
**Consultancy – Environment & Mine Design**

- A pioneer and leader in Asia and World's no. 4 in surfactant manufacturing with top line R&D.
- 450 employees and growing, 10 National and International operation sites.



# About Us

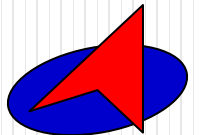
- Experienced and diversified business house
- In business for over Six decades
- Supported by robust Management structure and Infrastructure
- USD 250 million in combined turnover





# Surfactants

- Over 30 years of experience in Surfactants manufacturing. Grew from position of local to regional and now national leader. Today the Largest Surfactants manufacturing company in Asia. More than thrice as large as the next biggest competitor in India. Working towards becoming biggest in the world.



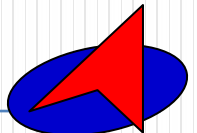
# Surfactants

- Advance Group is the largest Sulphonator in the country with an installed capacity in excess of 1,50,000 TPA at five locations Silvassa, Pithampur, Mangalore, Hooghly and Pudducherry to cater to every region in the country.
- Having five manufacturing units across India.

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REGION	UNIT LOCATIONS
Northern and Central India	Pithampur (Near Indore)
Southern India	Pudducherry Mangalore
Eastern India	Hooghly (Near Kolkata)
Western India	Silvassa – Single Largest Unit in the World (excluding captive ones)

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# Surfactants

- Global supplier to over 300 other customers
- Vendor of fortune 500 companies:-

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PRINCIPLAS

P&G

Unilever

Henkel

Johnson Diversey

ICI

Colgate

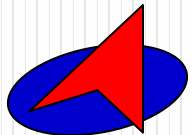
PZ Cusson

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**P&G**



*Hindustan Unilever Limited*



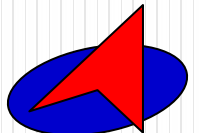
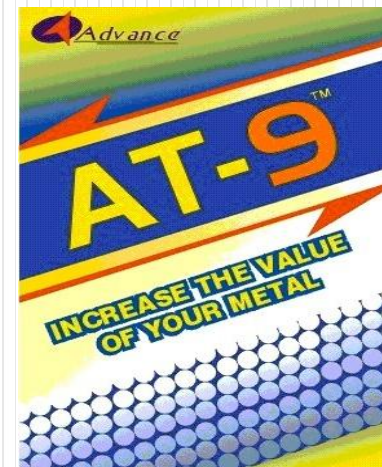
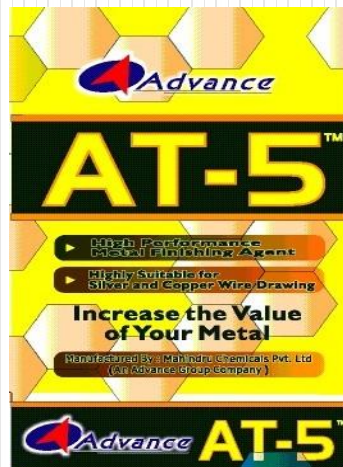
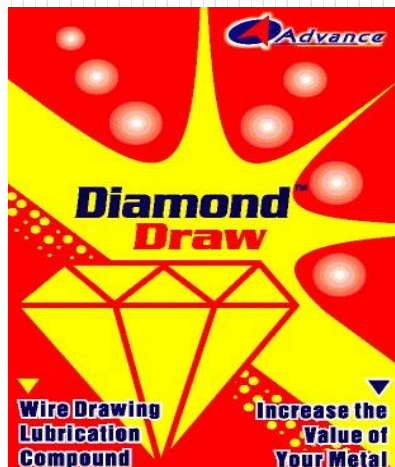




# Surfactant Based Specialty Chemicals

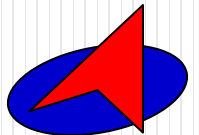
- Advance Group has developed this niche in the segment of manufacturing lubricating agents for wire drawing industry and other surface treatment compounds.
- These are very highly specialised products, developed through extensive research and development. We enjoy more than 90% share of the market. To register further growth, the group is looking at foreign markets and consumers in near future.

## Product Range:



# Contract Manufacturing

- Advance Group has contract manufacturing facilities for detergent cakes/bars and powder. These facilities have been installed for those customers whose core area is brand building and marketing and would like to outsource the manufacturing facility.
- Competence across the chain from detergent chemistry to formulations, manufacturing and quality assurance.
- Presence in three out of five geographical regions with plans to go Pan India. Existing capacities in west and central India for semi premium and popular segment products.
- Locations :-
  1. Pithampur, Indore
  2. Roorkee
  3. Silvassa
- Executing capacities in northern, eastern and southern India to create a Pan India footprint.



# Advance Home & Personal Care (AHPCL) Manufacturing

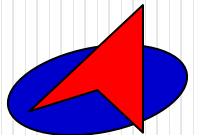
➤ 2007 Onwards

Redefined aim to:-

- Be a leader in the Home & Personal care manufacturing core.
- Partner brand owners in their quests to achieve market leadership.
- Deploy our proven strengths as leader in technology, quality control, customer service, deliverables.

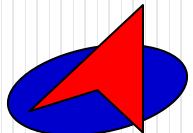
Have been servicing diverse category of customers including:

- Large regional & local players.
- Retail – private labels.
- Multi-level marketing companies.
- FMCG companies entering detergent space.
- Others – wholesalers, traders, small manufacturers, etc.



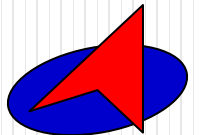
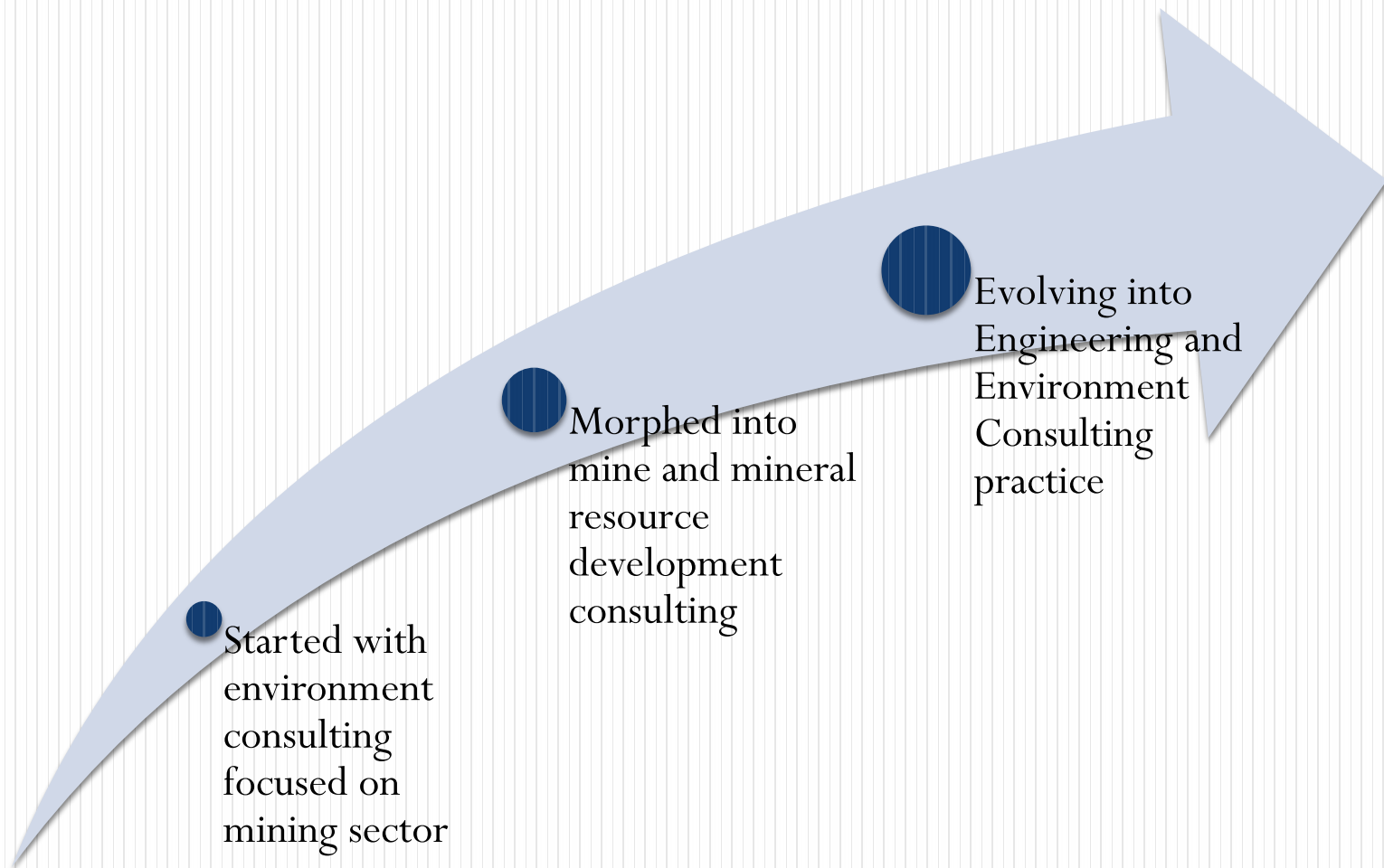
# Advance Home & Personal Care (AHPCL) Manufacturing

- Expansion of product portfolio to include:-
  - Fabric care (detergent liquid/gel)
  - Home care (utensil, toilet, floor & glass cleaners)
  - Personal care (bath soap, shampoo, tooth paste)
- Major Clients: Reliance Wellness Ltd, Vishal Retail, Jyothi Laboratories, Goenka Products, Inani Chemicals, Spencers, Bharti Wallmart etc





# Consulting



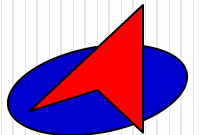
# Consulting

## Focus Verticals

- Chemicals (select)
- Mining (select)

## Services Offered

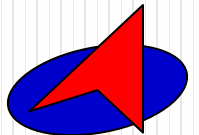
- Basic and Detailed Engineering
- Process control and Automation
- EIA
- Mitigation planning



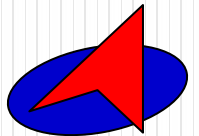
# Consultancy

Consulting service to major international and national, private and public bodies. Human capital amongst the most regarded and experienced in the mining industries.

CLIENT
Ticapco
Kodak India
Coal India Limited
DSM Netherlands
Williams plc, UK
Minimum of Stats and Project Implementation (GOI)

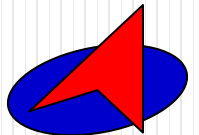


# Working with Advance Group...



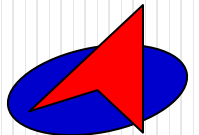
# Career Aspirations

- We are committed to providing you with the most rewarding, enjoyable and memorable learning experiences as well as effective career development opportunities.
- We are committed to drive a talent hierarchy, and strive to create an environment of learning and development for all its employees.



# Advance Group Believes...

- “People perform best when they are in love with what they are doing.”
  - “Learning never stops at Advance Group.”
- “People deliver best results when they are given maximum freedom.”
- “The only bad decision in Advance Group is no decision.”



Thank you and looking forward to an engaging future with you

- Advance Group

