

# Chemicals and Active Pharmaceutical Ingredients (API)

Digitalization is a boon to this era and has not left any sector untouched; one of them is the chemical industry. In recent years and especially during these COVID times, many chemical companies have opted for digital approaches to maintain a competitive edge and embrace new market opportunities. To showcase themselves, many companies have started using the digital platform. These platforms help companies to offer the chemicals across two customer bases i.e. Business to Business (B2B) and Business to Customer (B2C). Among these two customer bases, it is being observed that the B2B buyers mostly prefer using the digital platform leaving behind the traditional method of placing orders for bulk chemicals, APIs, and specialty chemicals through phones or emails. The chemical industries have embraced digital technology to expand their profit margin. Digitization has proved to be a game-changer in the chemical industry.

Considering the current COVID-19 situation, many customers prefer using the digital platform to order a product online rather than interacting with a salesperson. To meet the customer's increasing demand, the digital platform proves to be an important asset while lowering the cost to serve. This situation has led to a high sale of chemicals may it be for medication, hygiene, or cooking. There are many industries that produce these products and these products have a huge demand in the market. This leads to opportunities and growth of sales in the chemical industry.

Aventior has helped some of its leading chemical industry clients to advance in this digital technology. We have built a trusted and globally operationalizable B2C eCommerce marketplace. These platforms have smoothened the process of buying and selling chemicals. We have also observed that with the digitalization of the platform, the profit margins have also increased for these clients. As these clients have moved to digitalization, they have observed an increased buyer reach.

Aventior has also developed the B2B marketplace which is designed specifically for companies that need on-demand chemical supplies shipped directly to them or their customers. The B2B platform has proven to be a comprehensive marketplace that gives complete exposure to the customer base leaving a global brand presence. Our primary focus has always been security and hence we believe that having a safe and secure eCommerce site is a key to success.