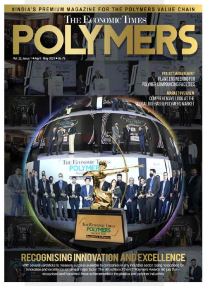
In Conversation with The Economic Times Polymers



Investing in the Future

Umesh Anand, Managing Director, HPL Additives Limited talks to us about his company and its focus on innovation and sustainability

By Kruti Bharadva

HPL Additives Limited is one of the leading manufacturers of Polymer Additives in India with global presence in 50+ countries. The organisation was the first Indian polymer additives manufacturer to get ISO9001; ISO14001 and OHSAS 18001 accreditation. It manufactures chemicals which are added to the base polymer to improve processability, prolong life span, and/or achieve the desired physical or chemical properties in the final product.

Below are the excerpts from an interview with Mr. Umesh Anand – Managing Director of HPL Additives Limited.

Tell us about the various product categories that HPL Additives has presence in.

HPL Additives started as Chemical Blowing Agent manufacturer in India and organically diversified into Antioxidants, Azo-initiators and other speciality chemicals in five decades of journey. The organisation's expertise lies in developing and manufacturing polymer additives and speciality chemicals especially for the plastics and rubber industry and the pharmaceutical intermediates sector.

Our three state-of-the-art manufacturing plants located in North India help us to offer a wide range of products to various industries. All our plants have dedicated lines with multiple purpose capabilities. We have recently added Oxo-Biodegradable Additives (OBA - a licensed technology for Indian market only) to our existing range of products.

THE FOCUS HAS BEEN ON INVESTING TOWARDS BUILDING WORLD-CLASS FACILITIES AND ENSURING SUSTAINABILITY IN ALL ASPECTS OF OPERATIONS AND BUSINESS AND NOT JUST THE CONTINUITY OF BUSINESS OR FINANCIALS

Tell us about HPL Additives' manufacturing capabilities and its overall manufacturing footprint.

HPL Additives has four manufacturing sites in India – three in Haryana which are dedicated to manufacturing polymer additives and one plant in Punjab dedicated to manufacturing of Industrial Chemicals. All the manufacturing sites have state-of-the-art DCS/PLC controlled manufacturing facility with glass lined & stainless steel reactors enabling online process control during production without manual intervention while providing flexibility for the product & process change.

Except for HIGREN OBA, all our products have been researched, developed and scaled-up in-house. This has been possible because of the organisation's continuous focus on the polymer additives market, identifying and anticipating customer needs and using R&D competency as an enabler.

We make it a point to invest regularly in R&D to create new products, adopt new applications, strengthen processes, develop new markets and enhance existing market share. Our R&D labs possess the capability to carry out any application tests.

Quality plays an important role in the manufacturing of polymer additives and our Quality Control labs are equipped with world-class equipment.

The fact that HPL Additives has been bestowed with numerous awards of recognition for its research and manufacturing capabilities speaks volumes about the organization.

The COVID-19 outbreak has been one of the biggest disrupters seen by the human race. How has it impacted HPL Additives and how have you been dealing with the same?

The COVID-19 pandemic has unprecedentedly affected the global economy at once within a span of few weeks and the impact has been harsh. It's ramifications are evident in human health, social and economic aspects of the life. Global disruptions due to state mandated lockdowns reduced individual remunerations & earnings, social interaction and mobility. It also led to businesses downsizing, closure of factories and unemployment. The cataclysmic impact of the pandemic is still being felt by both large and smaller business houses alike.

This, as we see, is now unfolding into volatile raw materials prices, rise in all commodity prices, higher labour and energy costs combined with difficulties in arranging exports logistics. The organisation now looks to delicately balance the