



Project Fusion completed another milestone this quarter by successfully finishing the realization phase of the pilot project run in the South Asia and Middle East region. The project, which is still in the final preparation phase at the three sites in India (Gummidipoondi, Patalganga and Renukoot), has been making commendable progress.

Shyam Rath, President South Asia and Middle East, quoted that, "Though the project may take some time, after institutionalization, it will make our working much simpler and smoother."

Congratulations to Team Fusion for their journey so far, and we wish them success for the next stage.

## Birla Carbon at K 2013

Birla Carbon Specialty Blacks participated at the K trade fair held in Germany from 16th to 23rd October. The event is one of the largest international trade fairs for the plastics and rubber industry and attracted more than 3000 participants from over 50 countries. The trade fair showcased the product portfolio of the plastic segment to current and potential customers. During the event the Speciality Blacks team also hosted a product launch event for **RAVEN P7 Ultra**: the industry's lowest MPU carbon black for pipe, which is also (EU) No. 10/2011 compliant. The event also served as a social gathering with our customers, and included a raffle drawing with exciting prizes like iPad minis and digital cameras.

Birla Carbon Specialty Blacks Introduces...

### Raven P7 Ultra:

The industry's lowest MPU carbon black for pipe, (EU) No. 10/2011 compliant

