

**COMPANY PROFILE**

Ram Charan

# Growing fast with expanding network & technical strength

Ram Charan is the fastest growing multi-product industrial distributor of raw materials in India for the Rubber, Coating, Inks and Plastics industries

**R**am Charan, which commenced operations in Kerala in 1965 as a single-product, single-location organization, has grown to become the fastest growing multi-product industrial distributor of raw materials in India for the Rubber, Coating, Inks and Plastics industries as well as Construction, Print Media, Electrical & Electronics and Medical sectors.

### Global recognition

The company is ranked amongst the TOP 150 organized Chemical Distributors globally by ICIS, in terms of business, structure, reporting and forecasting. Ram Charan is a strategic business partner with Birla Carbon, LANXESS, Rhein Chemie, Lord India Pvt Ltd and various organisations.

Currently, the business is organized across the country, with warehouses in 12 locations, spanning more than 2,000 tonnes of storage. Ram Charan is looking at establishing a footprint of one warehouse every 1,000 sq. kms, thereby reducing lead time for customers to less than 72 hours for all products.

The company proposes to consolidate its exports to regions such as the Middle East, Southern Asia and Western Europe, by hav-

ing a supporting logistics hub in those regions to promote its products. Offices have been set up in Singapore and the UK for product promotion.

### Testing facilities

The Technical Service Laboratory (TSL) at LANXESS India Pvt. Ltd., Thane, was one of the company's important testing facilities. Ram Charan Group recently joined hands with LANXESS in moving the Laboratory at Chennai, with the focus on the development of the compounds to meet the requirement of the end-products being manufactured by the customers. TSL offers customers services including testing facilities for rubber compounds, both the unvulcanized characteristics and vulcanized properties, and the development of formulations to meet specifications of quality/cost required by the customers.

### Secret of success

"Ram Charan has grown as the favourite single-stop destination for the rubber product manufacturers. We achieved this position through strong logistics, excellent team of people catering to the needs of customers, developing the rubber compounds to achieve the ever-demanding requirements in



S. Ganesh, Business Head & Director, Rubber Group



Bhagban Panda, Manager, Technical Service, (left) and R P Singh, Director

their end- products etc.,” says G Kandhaswami, General Manager- Technical Service of the company.

“The management extends excellent support to the marketing team and helps them to develop decentralised decision making skills, which in turn help us in satisfying the need of the customer then and there and earn customer goodwill,” he adds.

“Ram Charan has carved out a niche place for themselves by choosing the correct principals, product mix , reaching the customer at the minimum lead time by improving the infrastructure with network and support on technical services in terms of shop-floor training, trouble shooting and testing. This vision and dynamism has taken our organisation to greater heights, points out Ganesh, Business Head & Director Rubber Group.



G Kandhaswami, General Manager - Technical Service

### Product diversification

“Encouraged by customer support, Ram Charan started looking for opportunity to add new products in the kitty and managed to add polymers for rubber industry and coating and ink segments. We have got good support from all our principals, for their product range. Today Ram Charan has diversified in the plastic segments and is associated with giants like DOW, Samsung and Mitsubishi,” says R P Singh, Director, who is associated with Ram Charan since 1995.

Bhagban Panda, Manager, Technical service at Ram Charan, feels that in view of rising demand and positive feedback from customers, Ram Charan should enlarge its product range by adding more specialty elastomers and compounded products, a line that the organisation is keenly looking at, in the future. ■



Mumbai office of Ram Charan