

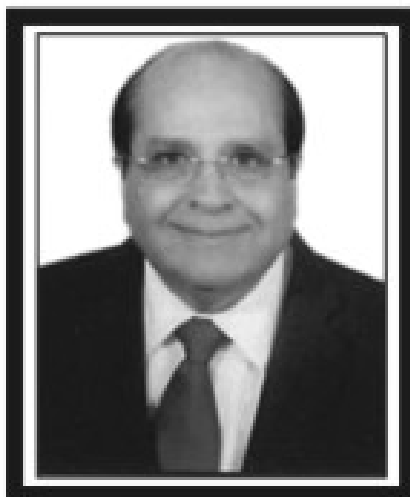
Quaker Chemical India Ltd, are the experts in process fluids and specialty chemicals. With nearly 100 years of experience in the steel industry, they have a broad portfolio of products and services. They are the Global leader in steel rolling lubrication & an innovator in the aluminum industry. Mr. Sachdev, the founding Managing Director and promoter of Quaker Chemical India, heads the Indian subsidiary of this multi-national corporation specializing in building organizations through leadership by managing relationships at the highest level within the steel, mining, surface treatment and metalworking industry across India. He is also the National Executive Committee Member of AMCHAM India (The American Chamber of Commerce - Kolkata Chapter, Vice Chairman of the American Chamber and Founder Member of United Way of India, and Founder and Chairman of United Way, Kolkata. Excerpts from the e-interview with MR.GULSHAN KUMAR SACHDEV, MANAGING DIRECTOR, QUAKER CHEMICAL INDIA LIMITED

1. Throw some light on the industries where Quaker Products are used or can be used.

Quaker Chemical is a leading global provider of process fluids, chemical specialties, and technical expertise to a wide range of industries, including steel, aluminum, automotive, mining, aerospace, tube and pipe, cans, and others. For nearly 100 years, Quaker has helped customers around the world achieve production efficiency, improve product quality, and lower costs through a combination of innovative technology, process knowledge, and customized services. Headquartered in Conshohocken, Pennsylvania USA, Quaker serves businesses worldwide with a network of dedicated and experienced professionals whose mission is to make a difference. The global markets served by Quaker are primarily in Primary Metal, Fluid Power, Metal working, and Chemical Management Services.

2. Countries served by Quaker.

Quaker Chemical serves business worldwide and has offices across the globe. Headquartered in



MR. GULSHAN KUMAR SACHDEV,
MANAGING DIRECTOR,
QUAKER CHEMICAL INDIA LIMITED

Conshohocken, Pennsylvania USA, Quaker has offices regional offices in 19 countries and 29 locations. Quaker Chemical India Limited is a subsidiary of Quaker Chemical Corporation, USA.

We take pride in being a professionally managed and knowledge based organization providing the best quality products and services.

We are the market leaders in Process Chemicals for Flat Product Rolling, Steel, Aluminum and other Non- Ferrous Industry.

3. Being a global marketer of Process fluids, highlight the measures adopted by you in retaining the market share without compromising the product Quality.

We at Quaker India always keep our focus on staying ahead of competition by providing superior quality products that create value for our customers. We believe in staying close to our customers, maintain our intimacy with them and helping them in resolving their technical issues through our dedicated and strong technical team.

For example we have our strong product management forum where in the whole Quaker technical team globally are linked and can share their experiences. We are also doing the chemical management system for some customers which gives them freedom to focus on their core area of production leaving the chemical handling to us.

4. Tell us something about the R& D facility at your end.

Quaker India Technical Centre was inaugurated on 16th October 1997, by Mr. Ronald J Naples, then Chairman, CEO, & President of

Quaker Chemical Corporation, USA. The laboratory and associated Technical Centre facilities were built at Maheshtala, on the 1st floor of the administrative building inside the Asianol Plant (Asianol is our joint venture partner and manufacturer of all Quaker India finished products).

The Technical Centre is situated about 18 km from our corporate office, on the outskirts of Kolkata. We have 4 laboratories managed by 10 and 6 PHD qualified experienced professionals with all the latest technical equipments for Primary Metal, Metalworking and Surface Treatment. It's a new and revamped Metalworking lab which allows associates to work in a safe and healthy environment.

5. Does Quaker Participate in Exhibitions? Which are the events that you normally participate?

Quaker participates in some of the most well-known exhibitions that take place across India.

IMTEX 2013 is one of the biggest in metal cutting tools where we have recently participated and the response we have generated is quite good.

RMTS and IMME are two more trade shows that we have participated recently. Our participation not only helps to meet and interact with a wide spectrum of metalworking fluid users but it also useful for Brand building, Sharing with visitors of Quaker India's progress, showcasing Quaker's technology, reaching out to potential customers/distributors/OEMs to understand their specific requirements.

6. Any New Product Launch this year ?

This year Quaker has entered the new market of "Surface Treatment chemicals". Surface treatment deals with the pretreatment of Steel/ Aluminum prior to coating lines & the post treatment. We have a whole range of products for these applications which we are rolling out now.

7. How do you foresee the Indian market for process fluids ?

Although the general market trend is projected slow, but in our sector of process fluids we are very bullish and ambitious as several new projects are coming up in the Flat Steel sector. Customers like Bhushan, Jindal and Tata are coming up with new mills and many new coating lines. So we foresee a dynamic change in the present subdued market condition. The entire globe is looking at India as a growing country, and looking at the past trend of fast growth, we see a promising market for process fluids in future.

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