



## Seeing is believing:

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### **BASF in India**

BASF Chandivali R&D Center, Mumbai

### **BASF in India – BASF Chandivali R&D Center, Mumbai**

**BASF shares a rich history with India spanning more than a century. With our vast knowledge in the field of chemistry, we manufacture high-quality, innovative products that cater to a wide range of industries.**

BASF in India has 9 production sites, 2 R&D centers and more than 2,000 employees and is well positioned to meet the current and future needs of the ever-growing Indian market. The focus is on developing innovative products and offerings, which can minimize environmental impact, improve food and nutritional value and in general promote a better quality of life.

### **(01) Plastic Additives and Pigments Lab – BASF Chandivali R&D Center, Mumbai**

*12/20/2012; 09:33; A1/A2: Atmo; FullHD*



**BASF in India has two research and development centers working closely with BASF's global technology platform, as well as several technical labs which focus on developing tailor-made solutions to meet current market demand, based on consumers' needs across sectors.**

Chemists discuss results of several test specimens in the plastic additives and pigments lab, where analysis of BASF additives and pigments is undertaken for varied plastic applications.

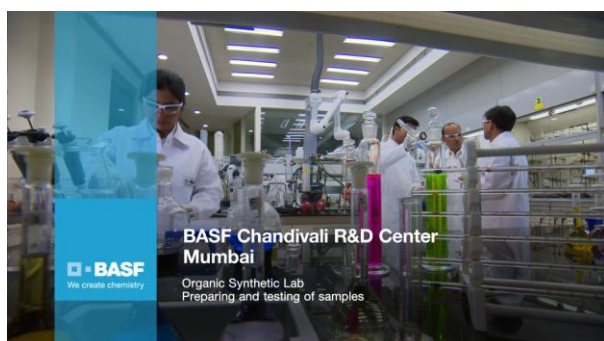


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### (02) Organic Synthetic Lab – BASF Chandivali R&D Center, Mumbai

12/20/2012; 06:35; A1/A2: Atmo; FullHD

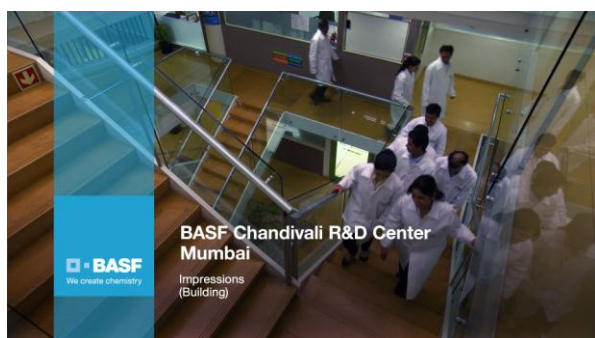


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The researchers at the Organic Synthetic Lab in Mumbai, India, are working on agricultural solutions, solutions for the energy and leather industry and specialty chemicals. They also synthesize intermediates for industrial applications..

### (03) BASF Chandivali R&D Center, Mumbai – Impressions

12/20/2012; 02:45; A1/A2: Atmo; FullHD



**BASF's state-of-the-art Research and Development Centre in Mumbai, which also houses application labs for dispersions & pigments, plastic additives, home & personal care and fuels and lubricants.**



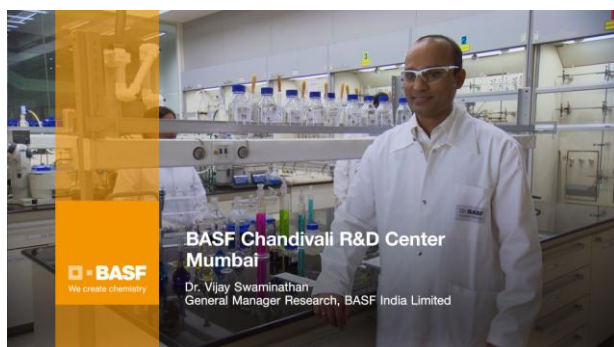
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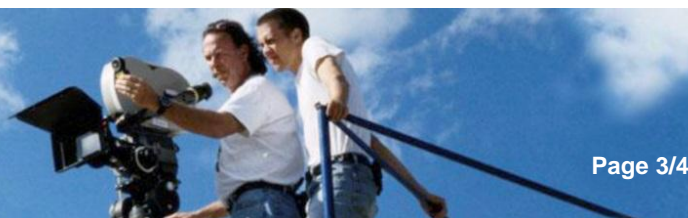
### **(04) Dr. Vijay Swaminathan – General Manager Research, BASF India Ltd.**

02/12/2012; 02:14; A1/A2: Direct Sound; FullHD



*“The strength and specialty of this R&D center is: we are a part of the globally technology platform, which means we are networked into the global research of BASF all over the world, which makes us work on new innovative projects and create new ideas. Moreover we are in the financial help of this country, Mumbai, which means we are able to reach our customers very early and also collaborate, network and work with them in a very successful way, making our customers more successful. For all this you need talent. And this country, India, has a lot of potential talent and this is exactly what we need and it is easier to attract all this talent from all over India to Mumbai. Moreover from Mumbai we are able to work strategically to the local. We support the Indian customers, we support the regional customers and also the global which makes us global, regional and locally in all sense.”*

*“We work with our business units and customers. We do local production support. In the region we work on catalysis research for example with China and also on organic electronics with BASF's Singapore Lab. Plus we have a lot of collaborations on a global platform with Basel und Ludwigshafen and also a catalysis research with Pasadena in the US. So, we are a global team from India.”*



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*“New innovations and sustainable chemistry this is the source and the mother of all inventions. So, we have to do this. For all this we need a lot of talents and we have to concentrate the best talents available in the country over her in the research center Mumbai and ... Last but not least we need networking - Verbund, a well-known concept of BASF, the success of BASF. We have to network with our customers, across BUs (business units), so that we can add value as one company.”*

*“India is a huge country. We have a lot of cultural differences here, but that’s exactly the strength of it. We bring this cultural diversity together over her. In this Mumbai research center over here we bring in ... and diversity which is exactly our strength and this is absolutely important.”*

