

PRESS RELEASE

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Hyderabad

**BLEND COLOURS ACHIEVES 35% GROWTH IN ITS EXPORTS
BUSINESS IN 2015; TARGETS FOR 50% GROWTH IN 2016.**

Aggressive marketing, robust support systems and adept technical assistance have been instrumental in the company surpassing its exports targets.

Blend Colours Pvt Ltd, a respected company in the business of manufacturing masterbatches in India, commenced exports in 2010. The company, in a very short time span, has expanded its export footprint to over 25 countries with a 35% growth in FY 2015. This growth is testimony to the right blend of product quality, price, delivery and sound business practices that the Group has always been known for.

Recognised by the Government as a 'Export House', Blend Colours Pvt. Ltd. through its export office in Mumbai, exports a wide range of its products globally which are now used for a range of applications across rotomoulding, injection moulding, blow moulding, multilayer and monolayer extrusion, PET fibres and preforms, woven sacks etc.

As product, the colour masterbatches contribute the maximum and as market, the African countries contribute a healthy 40%; Latin America being the latest addition.

With a recently increased production capacity (24,000 MTPA), the company is now looking to appoint distributors and traders to achieve its planned growth of 50% in exports for FY 2016. Aggressive marketing, robust support systems and adept technical assistance have been instrumental in the company surpassing its exports targets. The company now plans to extend its commitment by initiating stock and sale in most promising global markets.

‘An elaborate R&D and testing facility allows us the possibility to increase customer comfort by offering a better handholding for their applications. R&D setup has been expanded by incorporating world class equipment’s such as DSC, TGA. This will further enhance customer delight’, explains Shailesh Lahoti, Director, Blend Colours Pvt. Ltd., and responsible for the company’s export business. ‘In specific, as regards exports, I see vibrant times ahead for us and for other masterbatch manufactures as well’, adds Shailesh.

Blend Colours Pvt. Ltd.

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