



B. C. DYE CHEM

Dealing Industrial Chemicals & Solvents Since 1980

Firms' Profile

As on 31 October, 2008

B.C. Dye Chem
295/2 Babulal Nagar, Musakhedi, Ring-Road, Indore-1
Ph.: +91-731-2400372, 2403496 Fax.: +91-731-2403523
Email.: info@bcdyechem.com
Web.: <http://www.bcdyechem.com>

Kuldeep Singh Arora, a most recognized name in the field of chemicals, in the state of M.P. & Rajasthan, being associated with these firms, these are not only one of the top ranking firms, they are recognized as two of the few firms having expertise in marketing industrial chemicals products. This expertise is an integral part of the structure of these firms.

:: BRIEF HISTORY ::

Shri Kuldeep Singh Arora, the founder of the most popular firm of the field, B. C. Dye Chem & Deep Traders, started this firm in the year 1978. The firms started their business activities by acquiring distributorships of some leading companies of the country in the field of chemicals. With this the firms became amongst the biggest & most recognized business concerns in the field of chemicals & Solvents. Today the firm is backed by the experience of about 30 years (Mr. Kuldeep Singh Arora) along with the expertise of Marketing (Mr. Jaspal Singh Arora) and the added advantage of Information Technology & Management (Mr. Ajeet Singh Arora). This has given it an edge over others, resulting into the phenomenal growth in this field.

:: FIRM PROFILE ::

The Firm has sufficient office space to meet out its present requirements with ample of additional area for its future expansion, in a prime Industrial location in the city of Indore. The offices is well equipped with all modern amenities like Phone, FAX, Computer system, email, web-site etc. and has well trained staff to handle present business activities efficiently.

The Firm also possesses storage facility located at the seventh national high way A.B. Road (Ring -Road) so as to connect it to the main transportation. With open land to shades, storage tanks to carboys, the Firm has it all.

The Firm now possesses storage facility located at the Industrial Area of Indore (Sanwer Road Sector-F) so as to connect it to the main industries. With storage tanks capacities of 25 Kiloliter for explosive grade A Chemicals, the Firm has it all.

The Firm has its own sufficient funds to manage its affairs as well as to meet out gradual expansion. The owners are resourceful and well reputed and hence are in position to raise enough funds whenever required even for sudden requirements.

:: About the MANAGER ::

Mr. Kuldeep Singh Arora founded **B.C. Dye Chem** in 1980 & Deep Traders in 1978 at Indore. A very limited field for chemicals at that time he managed to keep the full range of chemicals consumed in Indore at that time. Then he developed a clientele of wide range like Textile industries, Paints, Printers, & Rubber Industries, Small manufacturers Dyers & so on. Thus he earned a name of 'Perfect Service', but simultaneously he also earned the name for quality products, by offering only pure and genuine products.

Gradually, with the development of food & textile Industry, he introduced acetic acid in his range. Later on, with the advent of Printer & Dyers, the range widened with Ethyl acetate in addition to the items for inks & printers, Rubber chemicals etc. This gave the firms a status of a "**Chemicals House**".

Apart from business front, he is actively involved in many other activities. He has remained Hon. Secretary of Indore Chemical Traders Association. He was a member of Rotary Club international, Pithampura (Industrial Area) He has served on many important posts of various organizations - Technical, Trade as well as social and still involved with many of them. Such activities have not only earned him popularity, but also helped develop personal relations with the top people from many industries and trade, directly and indirectly these things do help in business. Being a member of certain clubs & organization has made him outstanding.

With expansion, diversification and development, Mr. Kuldeep Singh Arora maintained the name as a man of commitment and reliability. This gave him an edge over others when fierce competition set in. Even today also "**B.C. Dye Chem & Deep Traders**" are reckoned as the synonym to reliability.

:: BUSINESS ACTIVITIES ::

The business activities of the Firms are divided distinctly into three patterns viz. Marketing, Indenting Agencies, and C&F Agencies. The major thrust is on Marketing (Distributorship). Since major customers for most of the chemicals are industries, proper monitoring of each major customer is necessary. This is possible only through indenting. Large as well as small industries prefer immediate supplies.

This gives them confidence in the product as we are famous for providing service at all times. Though, high volume turnover with lesser margin is possible through indenting. In case where clientele is large in number but small in individual requirement, C&F is best suited to cater promptly to each and every client. Miscellaneous items are covered under trading. All the agencies & distributorship are exclusive for the state of Madhya Pradesh & some for Chattisgarh.

Major products handled are:

- | | |
|--|--|
| <ul style="list-style-type: none">• Acetic Acid (Glacial & Dilute) ,• Ethyl Acetate,• Zinc-Oxide,• Butyl Acetate,• Toluene,• Methanol,• Iso-propyl Alcohol,• n-Butanol,• Other Solvents | <ul style="list-style-type: none">• Sodium Sulphide(Red & Yellow Iron Free Flakes),• Sodium Dichromate (98%-99%),• Oxalic Acid (95% & 99 %),• Hydrogen Peroxide(50% Technical Grade),• Formic Acid (85%),• Sodium Meta Bi Sulphite.• Liquid Inks.• Sulphur & Poly-Dyes Etc... |
|--|--|

The range of solvents is almost complete for this area. However, specialty chemicals are also playing important roles in the Firm's turnover. However, as narrated earlier, the Firms have very strong marketing base, hence the Firms have mastery in handling the marketing of products. In fact some products are handled so effectively that in spite of fierce competition in such items all over India, they are virtual monopolies for this region.

Some of major principals who have entrusted their marketing to this Firm for this region are:

- Somaiya Groups of Companies-Maharashtra,
- The Sanjivani (Takli) Sahkari Shakar Karkhana Ltd. Kopargaon,
- IOL Chemicals & pharmaceuticals Ltd,
- Haridev Chemicals- Chandigarh,
- Kota Chemicals-Kota,
- Victory Chemicals ,
- Indian Oxalate Ltd. Mumbai,
- Asian Peroxide Ltd, Chennai
- Vishnu Chemicals Ltd.
- R.C.F Ltd (Rashtriya Chemicals & fertilizers company)
- Micro Inks Ltd. (Bilakhia-Huber Group, Germany)
- Blue Chip Dyestuff Industries Pvt. Ltd. Etc...

Year by year, more and more companies with varieties of latest products are added to the range of the Firm.

However, this Firm is working with specific principles and policies, which are developed over a period of years based on experiences and difficulties faced by the Firm all these years. These, time tested principles and policies have earned the highest reputation to this Firm.

:: FUTURE DEVELOPMENT ::

With the above narrated background it has become ready-to-shoot organization which is geared up to start immediate working on any product in chemicals that comes to it for marketing. The recent addition to the range is the latest products – Liquid Inks from Micro Inks Ltd. Mumbai as Distributor for M. P. & Chattisgarh (Formerly, Hindustan Inks & Resins Ltd.), Hydrogen Peroxide from M/s Asian Peroxide Ltd. Chennai, & Oxalic Acid from Indian Oxalate Ltd.

As, Indore has become the Business Capital of M.P. with the strong efforts by the Central & State govt. all these years M.P. is passing through rapid industrialization. Particularly certain industries have put it on the National Industrial Map. Soya (solvent extraction plants), Leather, Textile Divisions, Dyeing & Processing Houses (Export Units), Cement (Mini Cement Plants) and Automobiles (Pithampura Industrial Area) are some names reckoned with M.P. Pharmaceuticals, and Plastics (PVC pipes & Foot-wares are also major thrust areas in industrial development of M.P. Thus, Indore is becoming major centre for marketing of varieties of chemicals. Hence, the Firms are looking forward to a very bright future.