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POLYMERS

Communique

The Squeeze is Evident

Disruption in Supply Chain and its Impact on Plastics



Petrochemicals SCM at RIL: An Insight

VIPUL SHAH

Chief Operating Officer, Petrochemicals,
Reliance Industries Ltd., Mumbai



**Prioritisation and Customisation:
Crucial to the Value Chain**

ANAND SRINIVASAN

Managing Director and Head Engineering Plastics,
Covestro India Pvt. Ltd., Navi Mumbai



**Repurpose, Revamp, Rethink
is the Way Forward**

VINAY AGARWAL

Managing Director,
Creative Group of Industries, Mumbai



**Asset Light Approach:
Strengthening the Business Model**

PARAG CHHEDA

Joint Managing Director,
Prince Pipes and Fittings Ltd., Mumbai



**SPECIAL
STORY**

Mahendra N. Patel
Chairman and
Managing Director,
Mamata Machinery
Pvt. Ltd.,
Ahmedabad

Feasible Sustainability Solutions from

M MAMATA

Using technology and digital platforms to communicate allowed us to provide updates in supply chain disruptions and enable swift decision making. Our sales and marketing teams used digital statistical tools to accurately forecast customer demand.



Kamal Sharma
Business Head - APAR
Polymers,
APAR Industries Ltd.,
Pune

The massive disruption caused by the COVID pandemic world over has now become the new normal. Organisations across industries have been forced to adapt to this new normal. With further disruptions in the supply chain flow, it has become critical for businesses to provide accurate information to their suppliers and customers for adapting and adjusting their business plans and expectations.

At APAR, we not only showed the resilience to withstand the disruptions, but effectively utilised the downtime to improve infrastructure at our production facility and prepared for the inevitable resumption of demand by doubling our production capacity from 5,000 MT to 10,000 MT per annum.

We further undertook an initiative of digitising key business processes to improve the flow of information which is key to our business planning. We introduced a smart way of working through digital tools to increase inter-departmental communication. Using technology and digital platforms to communicate allowed us to provide updates in supply chain disruptions and enable swift decision making. Our sales and marketing teams used digital statistical tools to accurately forecast customer demand, thus enabling the business to anticipate and plan accordingly. This further helped our purchase team in maintaining adequate inventory levels to meet constantly changing customer demand.

Digitisation helped us to be on top of our supply chain changes like fluctuations in the cost of raw materials, shipping delays due to the shortage of shipping containers and constraints due to supply shortages in raw material. This enabled us to maintain transparency and be proactive within and outside the organisation.

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To this end, in spite of challenges, we have managed to calm the disruption to a great extent. ■■

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