

ET
NOW

POLYMERERS

#INDIA'S PREMIUM MAGAZINE FOR THE POLYMERS VALUE CHAIN


Vol. 25, Issue 5 • December 2024 - January 2025 • Rs 75

Innovating the Future of Polymers

In an exclusive interview with **Amit Shanbaug**, **Kamal Sharma**, Senior Manager, Business Development at Apar Industries shared insights on industry trends, sustainability initiatives, technological advancements, and the future roadmap shaping the polymer sector's growth and innovation.

Since its inception, Apar Polymers has established a strong presence in the polymer industry. While Apar has been synonymous with a diverse range of products, 2014 marked an important year in its journey when the company began investing in polymer compounding. With TPE (Thermoplastic Elastomers) and TPV (Thermoplastic Vulcanizates) as its flagship products, Apar swiftly emerged as a market leader within just four years.

Today, Apar Polymers is taking bold strides toward innovation and expansion. The company has heavily invested in research and development (R&D), with a keen focus on diversifying its product portfolio. A significant milestone is the launch of its cable compound portfolio. The state-of-the-art equipment has been installed and is currently undergoing validation, with commercial operations expected to begin shortly.

A photograph of Kamal Sharma, a man with a goatee wearing a grey suit jacket over a white shirt, sitting at a desk with his hands on a closed laptop. Behind him is a white banner with the Apar Industries logo (a red diamond shape) and the text 'APAR Tomorrow's solutions today'.

Kamal Sharma, Senior Manager, Business Development, Apar Industries



Driving Innovation: A Continuous Process

“Innovation is not a one-time achievement—it’s a continuous journey shaped by market demands and future trends,” says Kamal Sharma, Senior GM - Business Development at Apar Polymers. Apar’s innovation strategy is a mix of anticipation and disruption. By staying attuned to customer needs, the company continually improves product quality, aesthetics, and cost-effectiveness.

Apar’s approach is built on creating market disruptions that give it an edge over competitors. “We aim to introduce products that our competitors haven’t even considered,” Sharma shares. This commitment to innovation is evident in the company’s advanced R&D setup, which supports rapid development cycles and facilitates quick delivery to customers.

Sustainability: A Core Commitment

In an era where environmental responsibility is of utmost importance, Apar Polymers has embraced sustainability as a guiding principle. The company is actively working on sustainable polymer solutions, including recycling post-consumer and post-production waste. Apar has also initiated programs to collaborate with customers, taking back waste materials generated from its products and incorporating them into new offerings.

The company’s commitment to reducing environmental impact extends to developing high-performance materials that balance durability with eco-friendliness. “Sustainability is the demand of the future,” Sharma asserts. Apar’s efforts in this domain are an indication of its vision of creating a greener tomorrow while meeting the evolving needs of its clients.

Addressing Industry Challenges

The polymer industry has faced its share of challenges, including demographic shifts and cyclical market effects. Apar Polymers has adopted a proactive approach to navigate these hurdles. By maintaining close relationships with customers and redesigning products to address emerging



needs, the company has ensured resilience in a competitive market.

Apar has also enhanced its logistical capabilities by setting up warehouses in strategic locations, enabling faster and more efficient deliveries. This customer-centric approach has strengthened the company’s position as a trusted partner in the polymer industry.

Customer Delight: The New Benchmark

Apar Polymers believes in going beyond customer satisfaction to deliver what it calls “customer delight.” The company’s unique selling proposition lies in its ability to provide exceptional technical support, rapid development cycles, and timely delivery. “The first name in our customer’s mind must be Apar,” Sharma emphasises.

By investing in smaller R&D lines and prioritising customer service, Apar has built a reputation for reliability and innovation. This unwavering commitment to meeting customer expectations has



cemented its status as a market leader.

A Vision for the Future

Looking ahead, Apar Polymers has set ambitious goals for the next five years. These include expanding its product portfolio to include more specialised compounds, increasing its focus on cable compounds, and achieving global growth.

The company already exports nearly 45 per cent of its products to 180 countries, with operations in India, Australia, and the Middle East. This global footprint highlights Apar's commitment to becoming a leading player in the polymer industry. Additionally, the company continues to prioritise sustainability and technological innovation, with significant investments in R&D and human resources.

Industry Trends Shaping Apar's Decisions

The post-COVID era has brought about significant changes in the polymer industry, particularly in India. With global businesses shifting focus from China to India, the country is geared up for unprecedented growth. Apar Polymers sees this as an opportunity to capitalise on emerging trends and position itself as a preferred partner in the global market.

Sharma highlights the increasing importance of conferences, seminars, and technical collaborations in driving industry growth. Apar actively participates in these platforms to stay ahead of the curve and align its strategies with market demands.

Leadership Philosophy: Empowering Growth

Apar Polymers' leadership philosophy is rooted in empowerment, trust, and collaboration. The company adopts a macro-management approach, delegating authority to team leaders and fostering an entrepreneurial drive among employees.

"Our leaders are encouraged to treat their roles as if they are running their own business," Sharma explains. This culture of empowerment extends to every level of the organisation, from management to shop floor operators. Apar recognises and rewards contributions, creating an environment of continuous improvement and high employee morale.

This employee-centric approach has been instrumental in driving Apar's success, fostering innovation, and building a resilient organisational culture.



Innovations for Industry-Specific Needs

Apar Polymers has achieved remarkable success in catering to sectors like automotive, electrical, and construction. Its engineering and high-performance materials have replaced traditional solutions, offering superior durability and sustainability.

For the automotive industry, Apar leads the market with its TPE-based solutions for car carpets and foot mats, capturing nearly 70-80 per cent of the market share in India. In the electrical sector, the company is investing in advanced insulating materials for cables that can withstand extreme conditions, ensuring safety and compliance with international standards.

The construction industry is another focus area, with Apar developing eco-friendly, lightweight, and cost-effective materials that meet the evolving needs of modern infrastructure.

Adapting to Regulatory Changes

The recent adoption of packaging regulations by the Council of the European Union has emphasised recycled content and restrictions on single-use plastics. Apar Polymers views this as an opportunity to innovate and align with global sustainability standards.

The company has already introduced bio-based TPE and TPV solutions and is exploring ways to enhance recyclability and traceability in its products. While the Indian market for such solutions is still nascent, Apar is well-prepared to meet future demands with its forward-looking strategies. 