

IVORY SOAP WORKS LTD.

COMPANY PROFILE

Mission: To make high quality products incorporating traditional ayurvedic and other natural ingredients, viable due to the use of highly optimized manufacturing processes and sourcing. To continue to welcome diverse product manufacturing experience and exposure.

Vision: To have brand representation in all global markets by 2007. To establish credibility through reliability and commitment to quality.

Chairman & Managing Director: Mr. Ajay Ramnathkar entered the family business in offset printing after completing his graduation in Bachelor of Commerce. Here he acquired negotiation and production management skills and was reputed for his efficient handling of unions and timely execution of orders due to optimization of production schedules. At the time, the newspapers credited his efforts by writing about one of the larger union negotiations he successfully orchestrated. He also established a large network of influential contacts in the Indian business community. He formed Ivory Soap Works Ltd. with his brother Mr. Satish Ramnathkar in 1987 due to the tremendous opportunity available in the Indian liquid soap market at the time. Due to their winning formulation and first mover advantage the Company achieved excellent growth and gained a good reputation for quality. Mr. Ajay Ramnathkar has been responsible for the high reliability and excellent credit rating of Ivory Soap Works Ltd.

Managing Director: Mr. Satish Ramnathkar joined the family offset printing business after graduating from the University of Wisconsin in Printing Technology. His resourcefulness and cost cutting strategies as well as his hands on technique was developed during his adaptation to the Indian business climate. At Ivory Soap Works Ltd. he can be trusted to find the most cost efficient alternative and is not above personally tackling any task or job that needs to be done. He is responsible for creating efficient processes and sourcing.

Experience: Ivory Soap Works Ltd. is a leading liquid soap manufacturer in India established for 17 years. It is reputed in the Indian market for its reliability and commitment to quality. We pioneered the manufacture of liquid soap in India and were the first Company to successfully produce soap as a luxury and beauty product in a market, which perceived soap as little more than a commodity.

Products: We have successfully used natural ingredients such as coconut oil, palm kernel oil, various aromatherapy oils and herbs such as neem and sandalwood to achieve beneficial qualities in our products especially our bath soaps and liquid soaps. Our liquid soaps are transparent or opaque; pastel colored and form smooth and creamy foam. We make a transparent, glycerin based bathing bar with aromatherapy essences and oils and herbal inserts. Our superior ingredients and resultant high quality make our toiletries a natural choice for luxury-based industries such as hotel chains for whom we make a basic hotel kit consisting of a soap, shampoo, conditioner and lotion. We also manufacture pet care or veterinary products such as dog soaps.

Manufacturing: We have two factories in Nashik, a small town in the western state of Maharashtra and are in the process of setting up a third facility in the northern state of Himachal Pradesh in the town of Baddi. Our current manufacturing capability is 2400 tonnes / annum and our projected capability by 2007 is 4000 tonnes / annum.

Research & Development: We have maintained a strong emphasis on research and development over the years and strongly believe in hiring and retaining the best talent. We employ 7% of our staff in R&D. We have a compact R&D facility that has undertaken cost effective research for current products and is equipped to develop new formulations under Personal care and allied categories.

Quality Standard: ISO 9001 was taken in the year 2002. Our customers have received their consignments on time and of the assured quality. We have received no complaints within the prescribed shelf life period.

Employees: We have highly qualified staff to manage the manufacture and assure top quality end products as per the laid down standards.

Positioning: Our products are supplied to leading multinationals as well as large Indian corporate and marketed under leading brands. We are in the business of providing optimized manufacturing services for superior quality products. Our optimized processes help make superior products cost effective and therefore viable. Over the years we have fully understood the key effects and benefits most sought by the end consumer and have successfully inculcated those in our products. The use of many natural ingredients has improved the performance of our products and their acceptability. Our products have consistently performed above expectations in laboratory tests and are smoother, clearer and creamier than their competition. Market segments in which our products are positioned have high barriers to entry mainly due to the excellent quality of our products. These factors have helped our clients develop their markets and establish themselves as dominant participants. These factors also make us an ideal choice for the outsourcing of manufacturing needs.

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