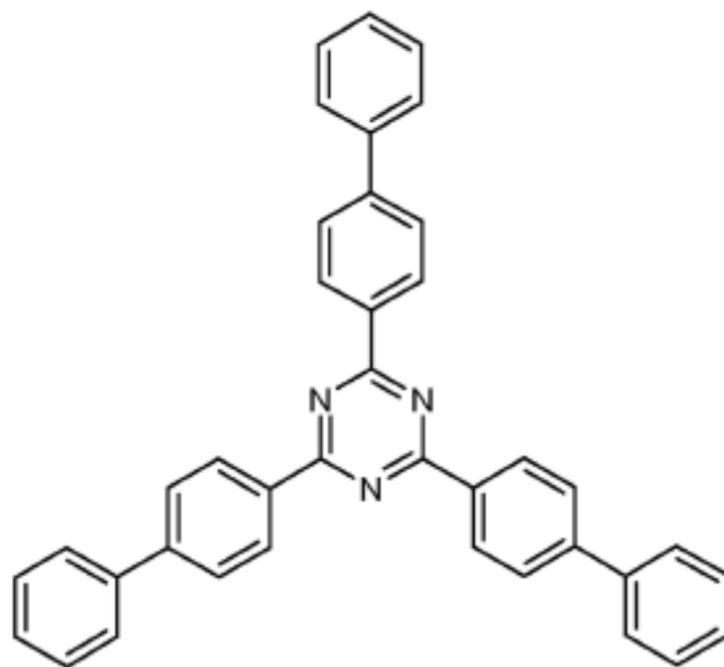


To us at Anshul, Adding Value comes first!



With a vast portfolio and growing stronger by the day, Anshul Life Sciences has made a mark for itself as the preferred partner and distributor of specialty chemicals of global companies in the Pharmaceutical, Nutraceuticals, Cosmeceutical, Personal care and Agrochemicals segments. **Cosmetech** caught up with **Nagarajan Kailasam** the dynamic C.E.O to know more about the company's beginnings and present activities.

Tell us about your beginnings with Anshul.

I have been associated with the company since long. I started my career with the indefatigable K C Shroff of the agrochemical company Excel industries as a development chemist and was a part of a formulation team. On completing my MBA in 1985 I joined Ashwin Shroff and Ashok in setting up Anshul Life Sciences (formerly known

as Anshul Agencies) an importer and distributor of specialty chemicals. We started with 4 persons and today Anshul has 90 proud employees and a presence in major cities like Mumbai, Bangalore, Hyderabad, Kolkata, Ahmedabad, Chennai, Chandigarh and Delhi.

In the cosmetics and personal care space,

which are the companies you represent?

We represent international companies of repute in the cosmetics and personal care space. This includes DSM, KAO, AAK, Ikeda Corporation, Mitsubishi, Corum from Taiwan and Sumitomo of Japan. The products find applications in Hair care, Skin care, Color Cosmetics, Oral care and Cosmeceuticals. Our sister company Divakar Chemicals has expertise in the Pharmaceutical, Personal care and Food sectors.

How do you choose the company you represent? Is it based on their product line?

In some cases, it is the principals that find us. Well, when reputed companies do their due diligence, we feature among the preferred in terms of our reputation and credibility and mainly our customer focus. In other cases we identify companies the area of opportunity and those not in our portfolio to partner with us in India. Basically we approach our partnerships with based on their product integrity and ethical ways of doing business.

Tell us about your customer focus.

We have pioneered the concept of customer focused work teams, where employees are empowered contributors and not merely participants in the process. Utilizing our importing, logistical and IT capabilities, we have added value to our supply chain. We have our presence in major cities like Mumbai, Bangalore, Hyderabad, Kolkata, Ahmedabad, Chennai, Chandigarh and Delhi. We take complete charge of procurement, stocking and delivery of our vast product range from leading, world renowned, global suppliers. We offer quality technical services and have three well equipped application laboratories for formulation support and to provide appropriate solutions.

How do you add value?

Our Research & Development facilities in the Pharmaceutical and Personal Care space are powered with some of the best minds in the industry, working round the clock to ensure that we keep pace with the current global trends and set new ones as well. We develop product concepts with prototype formulations. Customers

who do not have R & D access can work in our labs to develop their formulations with support of our trained staff. WE help them to innovate with their existing product lines too.

How do you see the growth of the personal care industry in India?

The trend is now moving from basic products to premium ones. With the lowering of import duty and opening of economy, the industry is on an upswing. This has attracted large corporates like ITC and smaller regional players as well. The potential is huge. Anti Aging, Sun care, Mens grooming and skin lightening are all large segments.

Lastly will we see any new launches at the upcoming HPCI India?

Our key launch at HPCI is the AAK personal care range. All AAK personal care ingredients are based on vegetable lipids and are ideal for safe and sustainable formulations. AAK is the world leader in shea butter and offers and is the base of for many of its ingredients which are marketed under the Lipex brand. Mango, Canola, Cocoa, Coconut And Avocado are examples of other natural sources used in their emollients. We will also be launching a new product from DSM at the HPCI India.



Anshul Life Sciences
Partnering innovation, adding value.