

Industry Outlook

CHEMICAL COMPANIES

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ZSIVIRA CHEMIE MERK

PROVIDING ALL-ENCOMPASSING
CHEMICAL SOLUTIONS FOR
LEATHER INDUSTRIES

SAMPATH RAMESH IYENGAR,
CHAIRMAN & MANAGING DIRECTOR

VANTAGE POINT

SANGEET KUMAR,
FOUNDER & CEO,
ADDVERB

THOUGHT CENTRAL

PARAS ARORA,
CEO & CO-FOUNDER,
3R SCIENTIFIC SOLUTIONS

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DR. SHATADRU CHATTOPADHAYAY,
MANAGING DIRECTOR,
ASIA, SOLIDARIDAD NETWORK

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COVER
STORY

ZSIVIRA CHEMIE MERK

PROVIDING ALL-ENCOMPASSING CHEMICAL SOLUTIONS FOR LEATHER INDUSTRIES

BY MARY JANIFHA EVANGELINE X

According to a recent research report, the global leather chemicals market is anticipated to reach USD 13.2 billion by 2027. The major factors driving the growth of this landscape include the changing lifestyle pattern, rising demand for the premium quality jacket, wallet, upholstery, etc. One of the markets that are projected to witness faster growth and anticipated to account for major

revenue share in the global leather chemicals apart from Asia is the Latin American market, owing to the high demand for premium leather from various end-use industries including automotive sector.

Looking at the Indian market, the leather chemicals segment is projected to reach USD 1264 Million by 2026. This market is set to grow at a rapid pace owing to the increasing demand

for leather products in the fashion industry, rising leather exports, and growing footwear industry. Furthermore, the shift towards the use of eco-friendly leather chemicals and increasing awareness concerning the benefits of vegetable tanning technique over chromium tanning are a few of the other major factors fuelling the India leather chemicals market.

Until 2010, almost 80 percent of the chemicals used by the leather industries in India were imported from other countries. This was because leather tanners believed that they could produce quality leather only by using imported chemicals.

This is when ZSIVIRA CHEMIE MERK came to the fore to help tanners across the country. Chennai based ZSIVIRA's R&D team endeavoured to showcase that Indian Companies could also make products of international quality, adhering to all European norms in terms of quality and performance. ZSIVIRA systematically, planned and channelized its R&D to develop those products first, which will substitute the imported products and help tanners save a huge sum of money. Today, ZSIVIRA CHEMIE MERK offers a wide range of Leather processing chemicals that is used right from the Beamhouse processing of raw hides & skins, and until to the final phase of producing the finished leather, which counts to almost 250 individual products. ZSIVIRA team also proved the tanners that, using ZSIVIRA's products would help them in making international quality leathers along with a major savings by cutting their cost of production .

ZSIVIRA specializes in offering complete technical service, product development, fashion projection, and cost-cutting method adoption. The company understands the needs and

requirements of the leather industry from the grass-root level. This not only differentiates ZSIVIRA from the other players but has also contributed to the company's growth.

DELIVERING STANDARD PRODUCTS

ZSIVIRA's Standard Operating Production Procedure (SOPP) of testing the raw materials before taking it to production and testing the finished products before the packing phase has armed the company with enormous strength to deliver Internal Standard products without deviation in quality. Thereby, this has

TESTED & CERTIFIED BY BVQI

Amidst the COVID-19 Pandemic, ZSIVIRA has developed an Antiviral & Anti-microbial product that has the capability to kill 99.99% of the virus instantly. The product is branded as "SUR-VIRAL C19", which is coined to resemble 'Surviving from Viral Attack'.

This product is to be diluted 20 times with water and sprayed on any surface such as leather, clothing, shoes, bedspreads, Medical suits, masks, car steering, tabletops, door-knobs, etc.

SUR-VIRAL C19 is tested, proved, and certified for effectively killing 99.99% Virus, by one of the world's leading certification bodies Bureau Veritas Quality International (BVQI).

SUR-VIRAL C19 is also approved by the Government of India through the Central Leather Research Institute (CLRI) – the world's largest Leather Research Institute & Premier body for Leather Industry in the country. Eminent Global fashion brands have also approved this product.

earned the respect and admiration of customers for BRAND ZSIVIRA, which has made every customer believe that an Indian Company can give quality products with International Standard in leather chemicals. This is indeed one of the greatest achievements of the company.

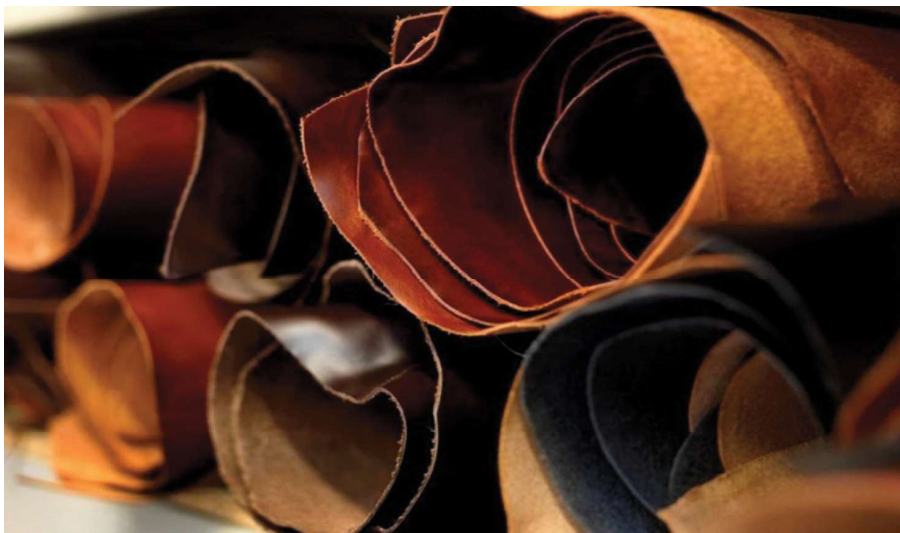
REDUCTION OF INVESTMENT IN HUGE INVENTORIES

The company also organized for the testing of the customers' final products such as leather jackets, shoes, bags in German testing laboratories, which not only proved them ZSIVIRA's credibility and commitment in quality at par with international norms but at the same time it also helped them



in cutting their cost of chemical consumption upto 30 percent. Another important accomplishment by ZSIVIRA's sales team is the setting up of warehouses and distribution channel partners across India, which helped the tanners to reduce their investment in huge inventories of chemicals, which they normally used to keep when they were dependent on imported chemicals, earlier.

ZSIVIRA has leather application laboratories all over India and also in three other Asian countries to develop leather products. The customers



of ZSIVIRA use these labs for their product development according to the need of the Global Fashion Brands.

TECHNOCRATS FROM CLRI

The Leather R&D Team of ZSIVIRA comprises leather technocrats who graduated in leather technology from the Indian Premier Institute for Leather Research namely, “Central Leather Research Institute” (CLRI). Each of these professionals are trained in the application of ZSIVIRA products and assist the tanners to produce quality leather by applying the right product for the right article.

MANAGEMENT

ZSIVIRA follows the approach of the Decentralised Management System. Different teams within the organisation have their own responsibilities and roles to accomplish their objectives. Although each team is independent of the nature of work they carry out, all teams of ZSIVIRA are actually inter-dependent, which not only helps them achieve their goal collectively, but also helps them to contribute to the company’s growth.

“Our R&D and Production teams go hand-in-hand in developing and commercializing the products, which is a boon for us. Both the teams function as the body and soul of

ZSIVIRA, which has resulted in the successful growth of the company, consistently for the past decade,” says Amudha Iyengar, Director of ZSIVIRA CHEMIE MERK.



ZSIVIRA CHEMIE MERK HAS EXPOSURE IN LEATHER CHEMICALS, PHARMA INTERMEDIATES, CONSTRUCTION CHEMICALS, SPECIALITY POLYMERS, MICROBIOLOGY SCIENCE, PLASTIC ADDITIVE CHEMICALS

THE JOURNEY SO FAR

In the year 1992, Sampath Ramesh Iyengar, Chairman & Managing Director of the company, established ZSIVIRA CHEMIE MERK as a small proprietorship business, producing mineral mixture for tea estates. Since it was a seasonal business, the company had to incur time for the production process for the first six months and then indulge in the sales process of the finished product for the next six months of the year. To change the business dynamism,

Sampath Ramesh Iyengar, Chairman & Managing Director started producing chemicals for the leather industry in 1996, which was initially started with only 5 products. However, with its continuous Research & Development efforts and Marketing strategies that the company followed for over 25 years, today ZSIVIRA is able to produce more than 250 products for Leather Industry and more than 15 products for Plastic Additive Industry. Due to full capacity utilization of its factories, the company has temporarily suspended its construction chemicals production.

“ZSIVIRA CHEMIE MERK has exposure in Leather Chemicals, Pharma Intermediates, Construction Chemicals, Speciality Polymers, Microbiology Science, Plastic Additive Chemicals. ZSIVIRA has presence all over India with its wholly owned infrastructure and also through its dealer network. We started with a small turnover of Rs.3 Lakhs in 1992. But now the combined group turnover of ZSIVIRA crosses USD 70 Million,” affirms Amudha Iyengar.

“Today, ZSIVIRA has grown into a company with a combined production capacity of 60000 tons of chemicals per annum with two factories in India that are certified with ISO from TUV-NORD Germany. We strive on new developments, regular R&D in both leather and chemicals with a clearly laid road map to stay ahead of the competition and to be part of global development,” she adds.

GLOBAL PRESENCE

The company not only has its presence across India but is present globally across 19 countries which includes Germany, Mexico, Spain, Brazil, Taiwan, China, Vietnam, Egypt, Kingdom of Saudi Arabia, United Arab Emirates, Sri Lanka, Bangladesh, Syria, Ethiopia, and Kenya. [In](#)