

Sintex



Market

Foresight is a tested market mantra for stardom. Today, as the world focuses frantic attention on the pressing need for the collection, storage and conservation of water, one Indian company stands tall. This organisation was able to see, more than 30 years ago, that someday in the near future, water would be at a premium and its storage and transportation would occupy much attention.

India's most innovative – and the world's largest manufacturer of water storage tanks – Sintex, straddles the business like a colossus. The rapid global growth in demand for fresh water, largely because of the population explosion and increasing industrial pollution, is accelerating water scarcity.

The problem is especially acute in India which has one of the highest population densities in the world. This alarming issue is now actually beginning to impede India's march in the comity of nations called the developed markets of the



world. The need, therefore, to make available contamination-free, safe water storage is a real and pressing one.

The global population has tripled in the 20th century, while water use has grown six-fold. According to data released in 2001, of the nearly 192 million households in India, barely 39% received piped water directly into their homes. It is unlikely that these figures have altered much during the near decade since. The figures for rural India are even worse: less

than 25% of rural households had access to tap water. It is hardly surprising then that, across the nation, there is a burgeoning and inelastic demand for water storage and its transportation to deficient areas.

Because of its far-sightedness,

Sintex was able to step into a huge untapped market developing, as it went along, a varied mix of materials, technologies and applications. Today, Sintex enjoys a 60% market share (Source: company data) in the plastic water storage tanks segment in India and has an annual capacity of 12,000 million tonnes (Source: capitalmarket.com).

To cement its dominant market position, Sintex cast its attention to envelope tier-II and tier-III towns. It introduced a quarterly distribution scheme and recruited sales associates to facilitate communications between retailers and distributors thus helping improve business – and bottom lines.

Sintex is, today, a power house manufacturing over 3500 types of plastics and related products of various shapes, using fifteen different processes – all under one roof in Kalol, Gujarat. To reduce end costs to its customers it has developed seven strategically located manufacturing facilities. These are supported by a labyrinth of fourteen branch offices, more than 1000 distributors and over 20,000 retailers.

Achievements

Years ago, the only way to store water was in overhead tanks made of either reinforced concrete (RCC) or in containers fabricated in tin and steel. In house, it was always the metal bucket. With the advent of Sintex much of this

landscape changed. The convenience of a strong, light-weight, portable, easy-to-clean and easy-to-maintain storage device found many takers. The popularity of Sintex led to several me-too brands and many unworthy imitators.

But with technology on its side and a growing army of supporters armed with first hand experience, the evidence that Sintex was a superior product was overwhelming. Soon the company's innovative solutions found ready acceptance and accolades from a growing customer base as well as premier institutions in India and abroad.

The New Delhi-based Institute of Economic Studies honoured Sintex for its Excellence in Productivity, Quality, Innovation and Management in May 2007.

It won the D&B-Rolta Corporate award for achieving the Number One status in the Plastic & Plastic Products category in India's Top 500 Companies listings published by Dun & Bradstreet Rolta in 2008. In the same year, it was accorded the prestigious Business Superbrands status.

On the technical front, Sintex gained the certificate of registration from Moody International Certification Limited as an ISO 9001-2000 compliant company.

History

Sintex is the success story of a company that actually began with a

decline in its fortunes.

Started in 1931, the company took over The Bharat Vijay Mills in 1955. To articulate

its lines of business

more comprehensively, it

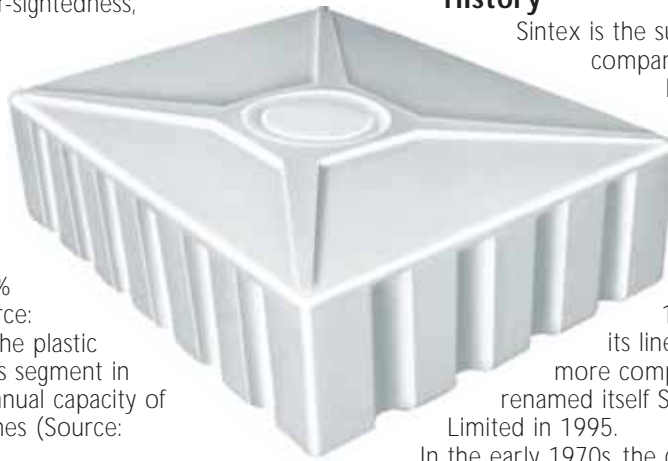
renamed itself Sintex Industries Limited in 1995.

In the early 1970s, the company had infused large sums of money into acquiring rotational moulding technology for the manufacture of textile card cans which appeared to have huge prospects in and around Ahmedabad. But the company soon realised that textile card cans could hardly be a support function and could not be banked upon to run an entire operation successfully.

Reacting with speed and agility, it leveraged this technology to create an entirely new line of business which appeared to have the potential to grow exponentially. Fortunately, at that time, this business had no competitors in the organised segment. The industrial containers for the manufacturing sector and water storage tanks for residential use laid the foundation for Sintex.

Sintex has since grown to encompass multiple products and solutions and has been the brand-of-choice for various humanitarian organisations.

The company has partnered with several international and national community outreach programmes. It has co-operated with WHO,





UNICEF, Red Cross and Save-the-Child, as a solutions provider in social infrastructure, poverty alleviation and rehabilitation activities.

The company is also associated with a number of central and state government schemes for the social development of communities. These include Bharat Nirman, the Ministry of Rural Development's high-profile effort for rural housing infrastructure; Rajiv Gandhi National Drinking Water Mission to provide every rural household with potable water and the *Indira Gandhi Jal Yojana* undertaken by the Haryana Government to provide individual drinking water connections to 800,000 families belonging to the Scheduled Castes (SCs) in the state.

Product

Sintex products have single-handedly transformed the way water was stored in India and elsewhere. Ubiquitous, highly mobile and versatile, they are visible not only on rooftops but also on the ground, on trucks, tractors and construction sites. The brand now offers comprehensive water solutions encompassing the entire range of storing, transporting, harvesting and treating applications.

Overhead and on-ground tanks, unique in concept and innovatively designed, debuted in 1979. Sintex tanks, made from virgin and food grade polyethylene are lightweight, durable and fail proof.



On offer is a comprehensive range of products. Sintex loft tanks ensure 24-hour water supply, especially in multi-storey buildings. Its sheet moulding compound (SMC) panel tanks using SMC, as the basic material for construction, have proven to be hygienic, sturdy and exceptionally durable. For underground storage of water, Sintex has developed two options. The first is a joint-free, weld-less and seam-free water tank which stores safe and pure drinking water. The other is the Sintex fibreglass reinforced plastic (FRP) water tank. FRP tanks have the advantage of enhanced life, are corrosion-proof, have the ability to withstand overhead traffic load and can be installed easily in either an old or a new building. They are of immense value in augmenting water storage capacity and find application in several usages including fire fighting.

If the need of the hour is transporting drinking water quickly and in bulk to water-starved areas, the metal tanker is a poor facilitator. With its increased weight, the truck is able to carry a far smaller volume of water. To combat this obvious deficiency, Sintex launched its truck-mounted water tanks. Much lighter in weight, Sintex tanks allow the transportation – and delivery – of up to 20% more water than the conventional tanker could earlier handle.

As the company has grown and prospered, so too has it diversified. Its entrepreneurial energies now create doors, Bureau of Energy



Efficiency (BEE) endorsed PVC products, windows, prefabs, sandwich panels, electric products, integrated waste-management solutions, industrial products, custom mouldings and even environment-protecting products.

Its rain water harvesting system is designed to deliver hygienic and clean water around the year, while wastewater is handled through innovative treatment plants and efficient septic tanks. Sintex has also launched solar

cookers to help people in the lower-income groups derive cooking energy security. Special commercial models have been developed to cater to large format requirements such as those in schools, hotels, hospitals etc.

Along with water heating systems, the company has interests in biogas plants – both floating as well as monolithic types – that treat animal waste, human waste and kitchen waste in an economically and practically viable manner.

Recent Developments

Water storage and transportation remain the company's fundamental

concern whether underground, on-ground or overhead. In keeping with this core activity, Sintex has recently acquired the know-how for the manufacture of FRP underground water tanks in a joint venture with Containment Solutions of the US. In addition, the organisation has now ventured into rainwater harvesting and decentralised waste-water treatment systems.



Promotion

Sintex promotes its flagship products with a comprehensive media plan. Critically acclaimed and well-known film actor, Satish Shah, has been endorsing Sintex water tanks for the last five years. His humorous and light-hearted, yet accurately targeted TV commercial, is widely lauded, and has significantly enhanced brand visibility.

Sintex leverages national and regional TV channels, national vernacular newspapers, trade magazines, financial papers, outdoors, exhibitions, websites, direct mailers, literature, promotional films and videos, POP material and other conventional as well as non-conventional media to reach out and touch its target audience.

Brand Values

The brand stands for indigenous innovation that brings succour, comfort and joy into a consumer's life. Sintex has progressively evolved from a company focused on plastic projects and solutions to one which offers end-to-end answers for customers and entire communities. The company's corporate history demonstrates futuristic initiatives which people call foresight. Sintex calls it active thinking.

In short, Sintex is a very special company, doing wonderful work for uplifting communities which have been left behind in India's march to progress.

www.sintex.in

Things you didn't know about Sintex

- > Sintex verifies the net storage capacity of each tank with a provision of nearly 3% excess against promised volumes
- > Sintex permits 1% tank deformation against the accepted 2% norm once the tank is entirely filled with water
- > Sintex's product range extends from 200 litres to 25,000 litres, catering to both domestic as well as institutional storage requirements
- > Indian Oil Corporation has made it mandatory for all new petrol vending outlets in Western India to install Sintex FRP tanks