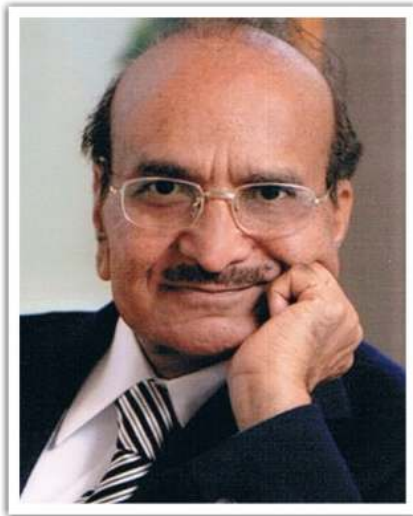




Managing Director : Mr. Hiren Patel
Established : 1969



Mr. Karsanbhai K. Patel

Product: Nirma offers a large portfolio of products. In the home segment – scouring powders, detergent powders and cakes and bathing soaps. The Company is a leader in the fabric care segment and personal segment.

In 2002, Nirma entered food segment with the launch of Nirma Shudh Salt. The company's entry into the industrial product sector was initially with the intent of being simply a backward integration project. Over time, however, Nirma offers more than 2.20 million tonnes per annum of light-dense and natural soda ash. The plant has a sea water reverse osmosis de-mineralisation (RODM) capacity of 770 cubic metres per hour (m³/hr) and generates 132 MW of power.



Additionally, Nirma has a market presence in several industrial chemicals such as benzene sulphonate, borax, boric acid, castor oil and its derivatives, distilled fatty acid, glycerine, N-paraffin, sulphuric acid, sodium sulphate, single super phosphate and soda bi-carbonate. Nirma also has a full range of packing materials which includes polyethylene film, laminated and craft paper, pouches, paper wrappers and corrugated boxes.

Selected 2011-13



In the healthcare segment, Nirma has global scale operations in intra venous fluids, medical devices, parental nutrients, injectibles and hypodermic needles.

History: In 1969, Karsanbhai Khodidas Patel set up a detergent making unit at his home in Ahmedabad. With bare hands and a bucket, he blended various chemicals to make detergent powder. The process was innovative and he pioneered the use of soda ash as a key ingredient. He personally sold, the detergent named Nirma from door to door, with a money back guarantee. Gradually, Nirma expanded to other regional markets, and by the early 1980s was well established. In 1987, Nirma launched detergent cakes and three years later, it had developed and launched a spray-dried blue detergent powder and an array of bathing soaps. Simultaneously, Nirma launched another value brand, Nirma. The Company set up backward integration projects and about 90% of all raw materials. Today, Nirma is the flagship company of the group with complete rights and ownership of the brands. In 2006, it acquired a healthcare unit with global-scale facilities for intravenous fluids, life-saving drugs and medical devices, sold under One-use and NirLife. The following year the company acquired a natural soda ash unit in California, U.S. and marked a strategic position in the world's soda ash industry.

Achievements: Nirma has won the admiration of not just its consumers but also of its peers and competitors. Nirma manufactures and sells more than 10 million units of its detergent, 2.20 million cakes of bathing soap and 750,000 units of vacuum evaporated salt every single day, placing it amongst the world's largest personal care brands.





Nirma is also amongst the top seven global players in the manufacture of soda ash and is India's largest and the world's third largest, manufacturer of boron products.

Market: Nirma converted luxury into a necessity. They soon expanded to include a vast range of bathing soaps and entered products like soda ash, caustic soda, glycerine, linear alkyl benzene, packaging products, edible and industrial salts, fertilisers and healthcare. Today, Nirma has an annual turnover of over Rs. 5000 crore, selling through 2500+ distributors and 2 million retail outlets and spans 50+ countries in all 6 continents, having 18,000+ committed manpower team. In India, it commands a massive market share in the detergents and bathing soap categories. It is also amongst the largest manufacturers of intra venous fluids (IVF) in the world.



Recent Developments: In its most recent expansion, Nirma forayed into the production of caustic soda. The plant has a capacity of 240 tonnes per day and also manufactures hydrochloric acid, hydrogen and chlorine.

Nirma acquired Searles Valley Minerals, one of the five largest natural soda ash manufacturers in the U.S. The company has three manufacturing facilities located at Argus, Trona and Westend in California and holds long-term leases with the U.S. Bureau of Land Management.

Brand visibility: Nirma's success is synonymous with its advertising and marketing strategy. The white dancing girl, featured in Nirma's television advertising, is perhaps the most enduring image of Nirma. The simple and catchy jingle 'Dudh si safedi Nirma se aayii, Rangin kapda bhi khil khil jaye' continues to echo in the drawing rooms across Indian homes since decades.

Future plans: Apart from, Soda Ash acquisitions, Nirma is also exploring business opportunities in Cement, Coal, Power, Infrastructure and Mining sectors.

Corporate social responsibility: While being a manufacturing power house is a hugely creditable achievement, Nirma has endeavoured to give back substantially to the very society from which it has sprung. The Nirma University sprawling over 110 acres of landscaped area is home to more than 6000 students and 700 faculty members. This university is a state-of-the-art hub for technology, management, pharmacy, law and bio-science disciplines. Continuing its commitment towards education it has also set up a school, Nirma Vidyavihar, for children.

Nirma is also active in social upliftment and rural development projects like organizing literacy drives, social education camping and relief activities providing medical help, under the aegis of varied agencies like Nirma Memorial Gram Vikas Trust, Ruppur Garm Vikas Trust, Nirma Foundation, Bal Gopal Seva Trust, etc.

Mantra to become a successful entrepreneur: For Nirma the terms 'value for money' and 'better products for better living' have always been catalysts for its success.

Salient features: Nirma's success in the spheres of industry and education is well recognised. It has won the Entrepreneurship Award from the Federation of Association of small Industries of India; the Concor Award given by the Bhartiya Container Nigam Limited; the Energy Conservation Award instituted by the Ministry of Petroleum & Natural Gas; an award for Best Water Resources Management in the Chemical Industry given by the Indian Chemical Manufacturers Association and the Energy Conservation Award established by the Ministry of Power. Since decades, Nirma has also been bestowed the First prize in varied categories of Safety Awards. Nirma University has been placed amongst India's top fifteen institutions of higher learning.

