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Henkel set to build India's biggest sealant and adhesive plant

A total of Rs 200 crore investment will be put into the plant which will help double production capacity of Henkel Anand

J Srikant | ETAuto | Updated: February 16, 2016, 15:46 IST

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NEW DELHI: [Henkel Anand](#), a joint venture between India's [Anand Group](#) and Germany based Henkel, is all set to double its [production capacity](#) of by setting up India's biggest sealant and adhesive plant at Kurkumbh in Pune, a top company official told ETAuto in an exclusive interview.

The new manufacturing unit, which is expected to be operational by early 2018, will cater to all automotive business units of Henkel Anand and also non-automotive business of Henkel.

In the automotive sector, Henkel Anand is currently present in Sealant and coating, Acoustics and structural, and glass bonding adhesives. The company claimed that their's is the only glass bonding facility in the country.

"The [new plant](#) is a part of the plan to consolidate all businesses of

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Viraj Kadam, COO, Henkel Anand



will not only help us increase the capacity to almost double of what we have today, but will also get the latest technology.

A total of Rs 200 crore investment will be put into the plant. The new facility, which is spread over an area of 30 acres,

will also be used by Henkel for its products in packaging and general industry.

The current capacity for Glass bonding solution is 1100 tonnes which will go up to 2500-3000 tonnes ones the plant is operational. Sealing & Coating solution capacity and Acoustics & Structure solution would double up from 11000 and 12000 tonnes per annum respectively.

Henkel Anand currently has its plants in Chennai and Gurgaon for sealing and coating business, and third plant in Parwanu (Himachal Pradesh) for the glass bonding solutions.

In 2015, Henkel Anand's revenue was Rs 260 crore. At present, Glass bonding contributes around 10 percent, acoustics and structural is around 30 percent and rest comes from Sealing and coating.

However, Henkel Anand believes this ratio will change going forward with acoustics & structural business becoming the largest contributor to the revenues. "From 2017, all cars will need to clear the crash test which we expect will give boost to our solution for strengthening of structures," said Kadam. "And the rising customer demand for the comfort quotient of the car is already increasing the sales of acoustic solutions.

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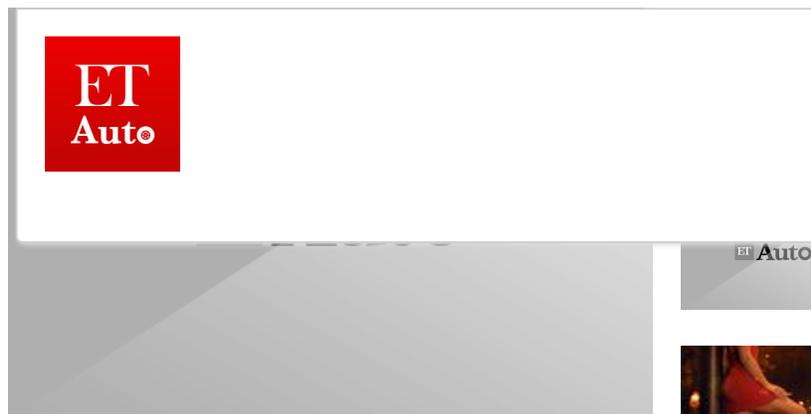


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Henkel Anand saw the fastest growth in its Acoustic and structural business with nearly 25 percent growth. The overall growth for Henkel Anand in 2015 stood at 18 percent. "We expect 15 percent CAGR in 3 to 5 years time for these solutions," explained Kadam.



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The Gurgaon-based company focuses mainly on OEMs in India and counts all major manufacturers as its clients and Maruti as its biggest customer. In fact, almost entire business of the company comes from OEM and whatever little exposure the company has to aftermarket is through Henkel.

Talking about the new technologies that Henkel Anand is working on, Kadam said that they are already in talks with a few OEMs regarding Liquid applied sound deadener (LASD), a solution to dampen the outside noises inside the cabin. The technology is already used by many automakers in Europe and the US and soon and is expected to find usage in India soon.

"This new solution will replace the prevalent Bitumen pads because of the environmental concerns that come with it. LASD also has better performance and is lighter than Bitumen pads," said Kadam.

The company also has a product development centre in Pune which has near to 100 engineers. To complement the increase in demand for acoustic solutions, the company is also working on an anechoic chamber to test its solutions in the acoustic segment.

Kadam said that with Henkel Anand now focusing a bit more on the fast growing acoustics and structural solutions, the company should be able to grow faster than the industry. "We expect that growth which is double the industry average is possible in the mid term."

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Industry body Assocham on Wednesday recommended a weighted tax deduction of 150-200 per cent on actual cost of specified components for the consumer electronics sector in the upcoming Union Budget.

IANS | January 03, 2018, 17:14 IST

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Greaves sold more than 300,000 automotive engines in financial year 2016-17 before transiting to BS-IV compliant engines from 1-April-2017.

ETAuto | January 03, 2018, 16:47 IST

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Exicom to deploy EV chargers under EESL procurement programme

It will include 100 numbers of 3.3 kW AC chargers and 25 numbers of 15kW DC fast chargers, and it will be used to charge the Tata Tigor and Mahindra e-Verito cars procured by EESL.

ETAuto | Updated: January 03, 2018, 13:22 IST

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