



KESAR

A trusted name in the manufacturing of Phthalocyanine  
Pigments for over 3 decades



Chairman  
Message

*From the Chairman's desk..... We are always towards sustainable progress*



Shri Dinesh Sharma  
Chairman and Managing Director

*“What started as a small endeavour as Kesar Petroproducts Ltd; is now a trusted name in the phthalocyanine industry.*

*Our production capacity makes us one of the most progressive players in the industry.*

*We have successfully implemented cost-effective methods for enhanced sustainability that aid in timely dispatches of high quality material.*

*Finally, we at Kesar; are working hard with cost-effective methodology for manufacturing & supply of high grade phthalocyanine pigments.”*

**KESAR**



## OUR VISION

Our aim is to become the one point contact in the Phthalocyanine industry for which we are constantly working for through efficient manufacturing capabilities, continuous innovation, better environmental situation and economic viability.



## VALUES

The focus of Kesar Petroproducts Ltd. is to constantly innovate ways to match the expectations of the clients, to integrate services in a manner that suits the schedule as well as is a high quality product and to provide timely deliveries.



## MISSION

**KESAR**

# Kesar for Corporate Social Responsibility [CSR]

We are committed towards CSR initiatives and are constantly working towards making the company socially responsible. Kesar today is focussed on following the 'Make in India' model by bringing in state of the art manufacturing facilities to help the company stand out.

Sustainable growth, cost effectiveness and eco-friendly operations are the pillars on which our company stands and has the aim to strengthen with time to build the company for becoming a global name that resonates with the pigment industry.



We are committed towards the fight for eradicating COVID-19 and we have implemented different actions in this regard.

1. Donation of 10,000+ care packs, COVID-19 protective items, face shields, food packages towards health care facilities.
2. Helping Flood affected areas in Maharashtra State by donating food packages, medicines and clothes.

## About us

Kesar Petroproducts Ltd is a technology driven company, a well-known name in the Chemical Industry and currently one of the leading manufacturers of Phthalocyanine Blue Crude and its downstream products in India. We contribute up to 15% of the entire Copper Phthalocyanine market of India and having a sustainable global presence in 15 countries.

### Corporate Profile

- 1 4 manufacturing units with separate facilities for CPC Crude, Pigment Alpha Blue, Ball Mill and Pigment Beta Blue.
- 2 REACH Registered & ISO 9001:2015 compliant
- 3 3 decades of technical & engineering expertise
- 4 Exporting to 15 countries
- 5 Team strength of 550+ employees

Product Name	Production Quantities
CPC Crude Blue	8000 MT/Annum
Activated Crude CPC Blue	2400 MT/Annum
Alpha Blue 15:0	3600 MT/Annum
Alpha Blue 15.1	1800 MT/Annum
Beta Blue 15.3	3600 MT/Annum
Pigment Green 7	1200 MT/Annum



Mr. Dinesh Sharma	Law Graduate & a CA by profession	Managing Director
Mr. Shreyas Sharma	B. Tech. (Dyestuff Technology) from UDCT with rich experience in Dyes, Pigments and Intermediates	Chief Executive Officer
Ms. Shruti Sharma	MBA with rich expertise in international domains for business development.	Vice President
Mr. K. D. Fatnani	Chemical Engineer with an experience of over 35 years	Mentor
Prof. (Dr.) V. R. Kanetkar	Former Professor & Head, Dyestuff Technology Dept, Institute of Chemical Technology (ICT). Formerly UDCT	Mentor

# CORE VALUES OF KESAR



For us, Integrity is at the top of our values in business conduct



Our customers have been with us for many years as they have been our driving force for growth and development



We are always committed towards best business ethics for excellent operations



We are committed to create a work culture for ensuring the growth of the organization and individual.



We believe in giving back to the society & also providing sustainable benefits to all shareholders



# OUR PRODUCTS

Crude  
Pigment

- Crude CPC pigment
- Activated CPC pigment

KPL BLUE 7000U  
For Water based  
pigments  
WBP/Textile/PVC

Pigment  
Blue  
15:0

KPL BLUE 7000D  
For Water based  
inks

KPL BLUE 7000K  
For Plastic/EVA  
Rubber

KPL BLUE 7000U  
For Water based  
pigments  
WBP/Textile/PVC

Pigment  
Blue  
15:1

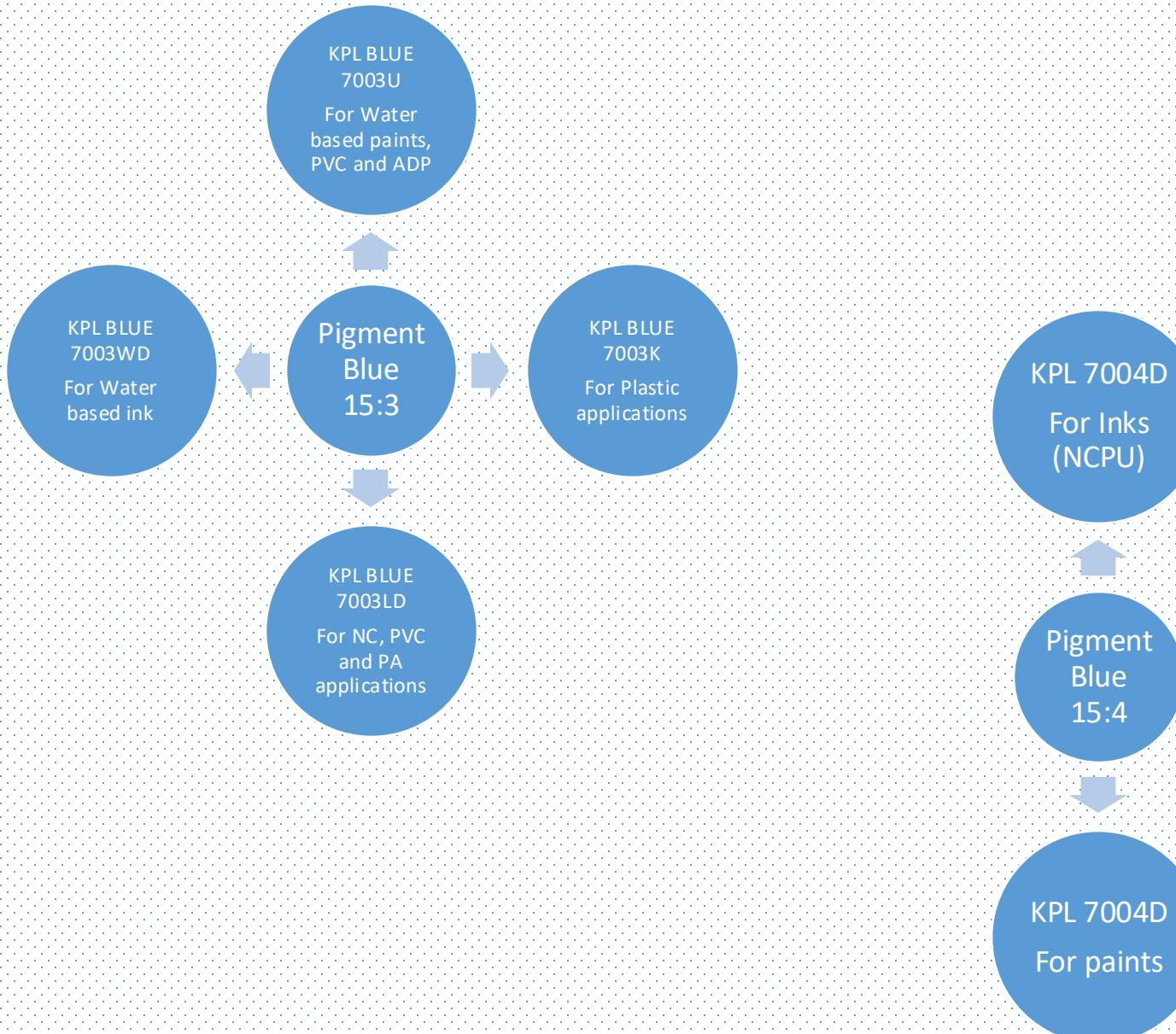
KPL BLUE 7001K  
For Plastics

KPL BLUE 7001L  
For Water &  
solvents based  
paints

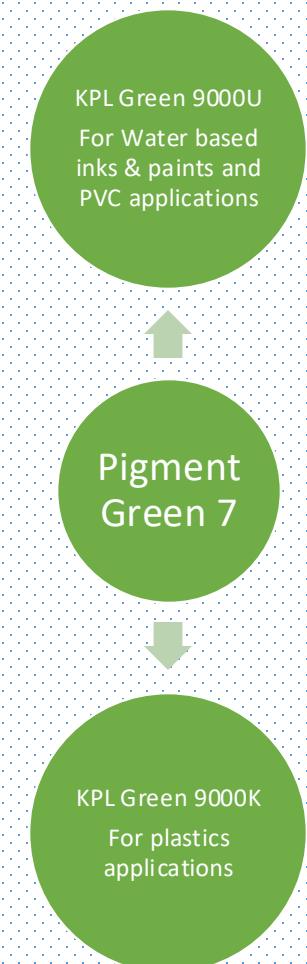
REACH Registration no for CPC Pigments:  
01-2119458771-32-0069

**KESAR**

# OUR PRODUCTS



REACH Registration no for Pigment Green 7  
01-2119459333-39-0038



# Manufacturing units at a glance



Unit I: for manufacturing of Crude CPC

## PRODUCTION QUANTITIES

Copper Phthalocyanine (CPC) Crude Blue

8000MT per annum

Activated Crude CPC Blue

2400MT per annum

Alpha Blue 15.0

3600MT per annum

Alpha Blue 15.1

1800MT per annum

- Sprawled over an area of 25,000+ sq ft. with green cover all around
- Our facilities are ISO certified manufacturing units with updated engineering technologies & fully functional ETP.
- The facilities are in compliance with the current pollution control norms.



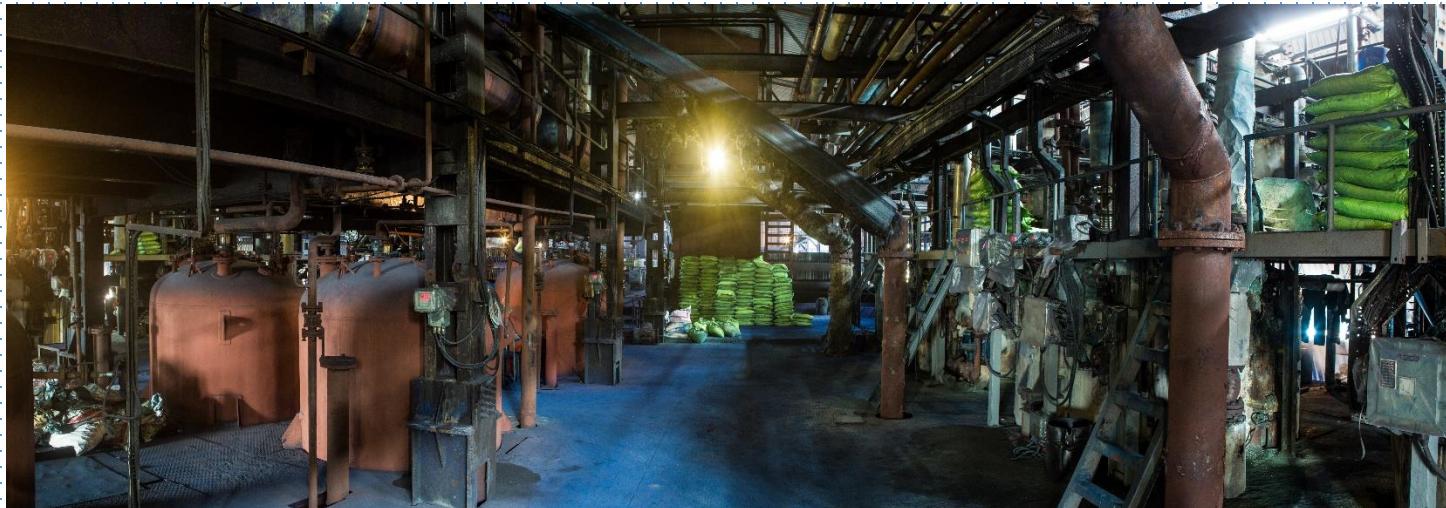
Unit II: for manufacturing of Alpha blue

# Manufacturing units at a glance



Unit III: for manufacturing of Beta blue

Unit IV: for manufacturing of Pigment Green 7



## PRODUCTION QUANTITIES

Beta Blue 15.3

Pigment Green 7

3600MT per annum

1200MT per annum

## INDUSTRY PRESENCE

Inks

Paints

Coatings

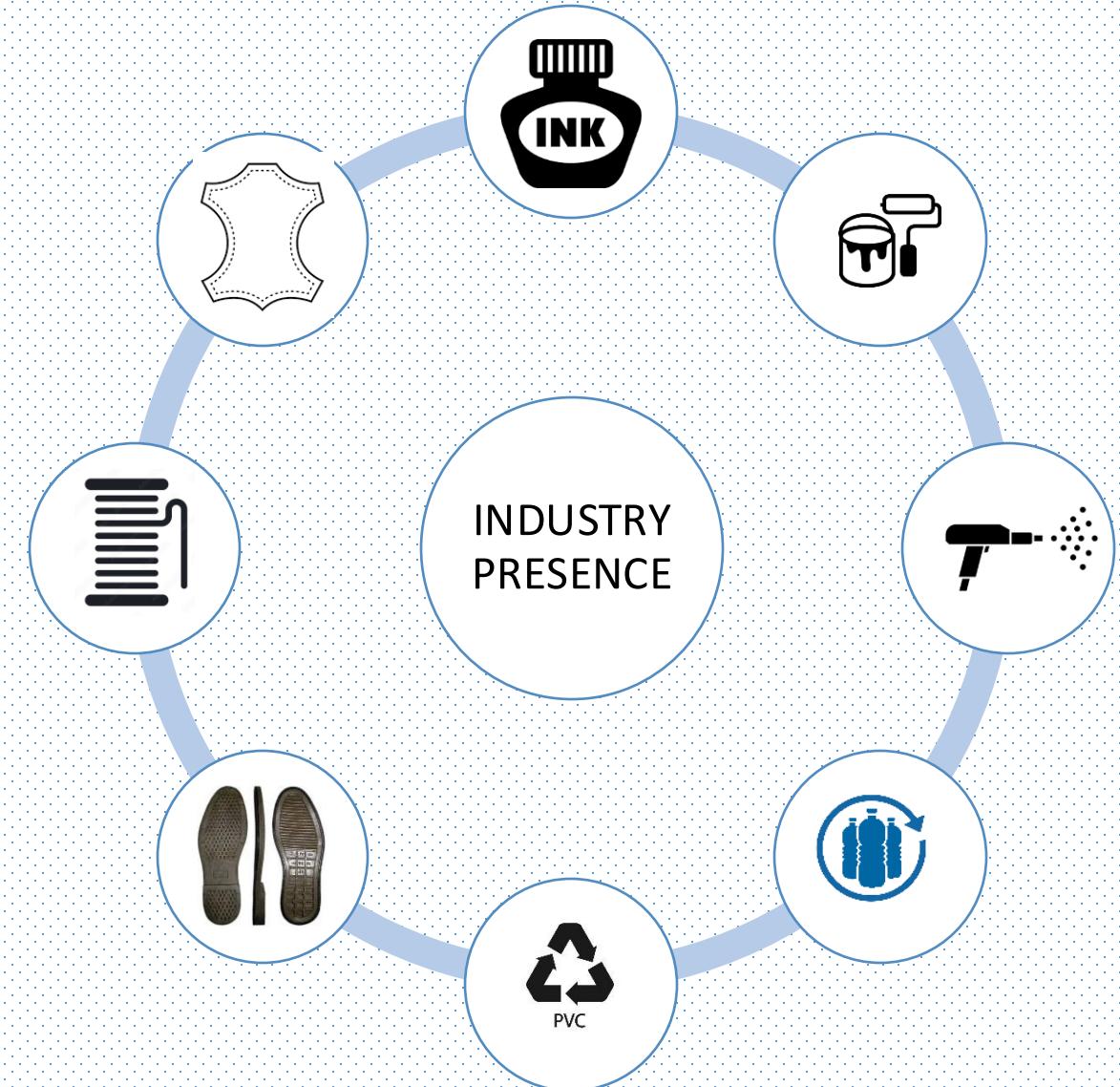
Plastics

PVC

EVA Rubber

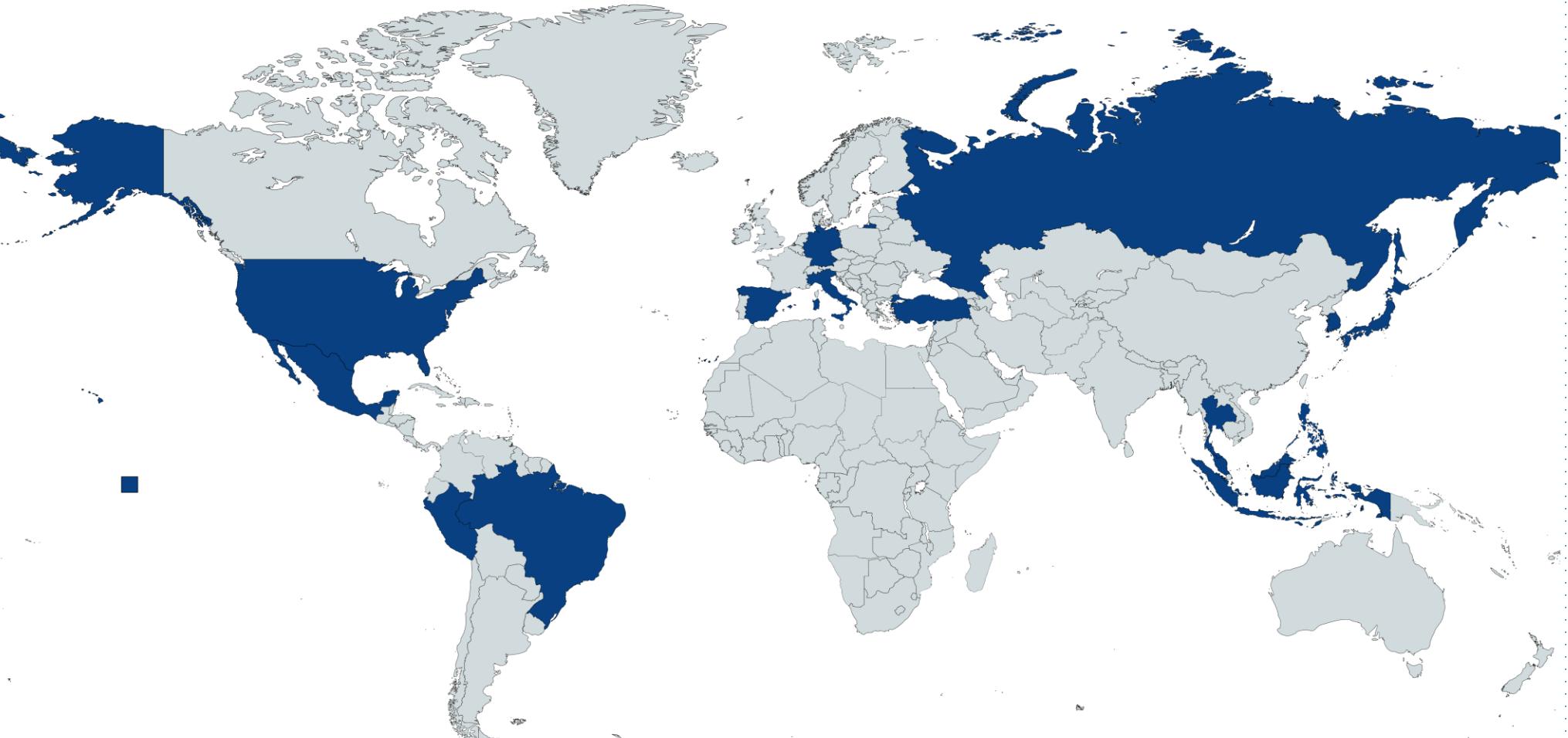
Textile

Leather

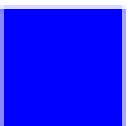
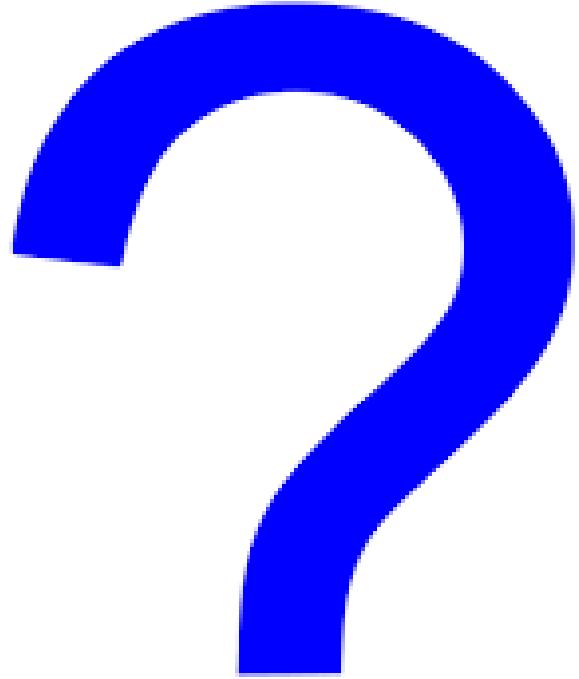


# GLOBAL FOOTPRINTS

- Russia
- Brazil
- Peru
- Indonesia
- Italy
- Turkey
- Malaysia
- Mexico
- Germany
- Japan
- Korea
- Spain
- USA



# WHY US?



Kesar  
Petroproducts  
Ltd

REACH Registered  
ISO Certified

Pigment  
manufacturing  
& in compliance  
with International  
compliance  
directives for  
different  
applications

Counter shades and  
shade matching

Time bound  
dispatch

Repeat sales from  
Marquee clientele!

Long term sales  
contracts. More  
than 80% of the  
business is repeat  
business.

Economically  
integrated solution  
with focused approach  
on high quality  
manufacturing & low  
costing of finished  
goods

**KESAR**



THANK YOU!

THINK PHTHALOCYANINE, THINK KESAR!

KESAR PETROPRODUCTS LTD

Corporate H.O.: 404, Naman Centre, C-31, G-Block, Bandra Kurla Complex (BKC). Mumbai 400051. INDIA

Factory:

[Crude and Finished Pigments facility] D-21, 22,23,24 MIDC Lote Parshuram, Tal. Khed, Dist. Ratnagiri, MH State 415722.

[Intermediates facility] B-54,55,56, MIDC Lote Parshuram, Tal. Khed, Dist. Ratnagiri, MH State 415722

[Intermediates facility] D-7/1, MIDC Lote Parshuram, Tal. Khed, Dist. Ratnagiri, MH State 415722

WEBSITE: <https://www.kesarpetroproducts.com>



KESAR