



*Ushanti*<sup>TM</sup>  
Colour Chem Ltd.



Dear Customer,

We would like to introduce ourselves as one of the leading manufacturers in India, established 1961, with a capacity of 3000 MT per annum for manufacturing of Direct, Reactive (Cold Dyes, P. Dyes, Hot Dyes, HE Dyes, Me Dyes) Dyestuff. We have successfully commissioned a backward integration plant for manufacturing Copper Phthalocyanine Blue Crude & its Pigment derivatives, Alpha Blue & Beta Blue. The dyestuffs & pigments manufactured by us can be used in cotton, leather, nylon, paper, wool, ink, wood, plastic and paint industries. **We also provide-salt free dyestuffs specially for Dyeing & Printing, Cotton, Paper & Inkjet Industries.** Since you are one of the leading distributors of Dyestuffs & Pigments, we solicit your cooperation in marketing our dyestuffs.

We are enclosing herewith our product list in the next page for your kind perusal.

Though, we manufacture the full range of Reactive (*Ushatron*), Direct (*Ushareel*), Pigments (*Ushaffs*) and Intermediates, our **core products, which we have been manufacturing since 1975 are the Phthalocyanine Dyestuffs & Pigments (Turquoises) like Direct Blue 86, 199, REACTIVE Blue 7, 14, 21, 25, 38, 71, 72, 77, 140, PIGMENT Alpha & Beta Blue, INTERMEDIATE CPC Blue Crude whose installed capacity is now PBL 250 MT per month.**

We request you to visit our website [www.ushanti.com](http://www.ushanti.com) for more details about our company and its products.

We request you to inform us about your interest in the products manufactured by us as well as other products to enable us send you our lowest prices with samples. We look forward to doing business with you.

Best Regards

**Maunal Gandhi**

*Ushanti* COLOUR CHEM LTD.

An ISO 9001 : 2000 Company

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## Company Profile

*Ushanti* a name to reckon with, in the Dyestuff & Pigment Industry & name synonymous with qualitative marketing of its product, has been serving the needs of its valued customers since 1961. From manufacturing & marketing of Direct Dyestuff, *Ushanti* has successfully diversified into Direct, Reactive Dyestuff alongwith intermediates namely CPC Blue Crude and Pigment especially CPC based. Boosting of a young, dedicated & enthusiastic, yet experienced group of management & employees, *Ushanti* is expanding its horizon, Having established itself firmly in India, *Ushanti* is gearing itself to meet the challenges of global competition by venturing into various overseas markets.

All this is being achieved without any compromise on quality. Gone are the days when no dyestuff Company used to give any guarantee on goods produced by it. *Ushanti* takes a big, bold & pioneering step, to increase its customers confidence, by giving guarantee in the consistency of quality of dyestuff supplied.

For achieving that purpose, *Ushanti* has installed highly technological machines like Spectrophotometer, Colour Matching System, Liquid Transmission Testing, Mooler, Solubility Test Machine, Dedusting Machine, Rotor dyeing, Light & Rubbing Fastness, Cold Pad Batch, continuous Dyeing etc. for testing the strength and various other parameters of its products. This state of art technology is available with only few companies throughout India.

Continuing in its efforts to maintain the objective & the motto of never compromising in its quality, for which it was established in 1961, *Ushanti* has embodied in its organization a spirit of unflinching attitude towards its customer & has accepted the challenge of

.....making the world more colourful.



## Company Information

Located on one of Asia's Largest Industrial estates of Vatwa, Khambhat and Ankleshwar, *Ushanti* team consists of experienced as well as young team of managers, technocrats and sales force, some of whom are as under :

Mr. SHANTI GANDHI (Chairman) is in charge of the overall finance and working of the company, Having started as a sales Executive of Atul Products Ltd. which at the time was the only large scale manufacturer of dyestuffs in India, in 1950's, he started his own company in 1961. The company has grown leaps and bounds under his able guidance.

Mr. Minku Gandhi (Joint Managing Director - Purchase and Manufacturing) has experience of 10 years in Purchase and Manufacturing in Dyestuff Industry, When he joined the company in 1990 the total production was 10 MT. Now it has risen multifold to 300 MT per month. under his

leadership, *Ushanti* has also been able to implement strict quality control standards for purchase and sales of dyestuffs and dyestuffs Intermediates.

Mr. Maunul Gandhi (Joint Managing Director - Marketing and Exports) with his education in Business Administration, has played a very pivotal role in enabling *Ushanti* to establish a chain of good representatives as well as customers in India as well as abroad. Having joined the business in 1994, he has seen exports grow at 30-40% per annum.

Total Employees	120
Technical Staff (Production)	15
Technical Staff (Quality Control)	10
Sales Team	10
Sales Turnover (In Us \$)	\$ 1.5 Million
Growth Rate	30-40% Per annum

## Quality Control

The main purpose of the establishment is to provide high quality Dyestuff & Pigments to its customers, Every batch & dispatch is thoroughly checked for its strength, tone solubility, insolubility particle size, powder appearance, de dusting, dispersion etc. by use of highly sophisticated and technologically advanced machines, The parameters of quality control are very difficult to achieve, nevertheless, only those batches which pass these tests are dispatched to the customers. All batches specifically prepared for each customer are also randomly tested by an independent lab and

only on receipt of quality approval, such batches are dispatched. All these efforts together guarantee accuracy, precision and consistent quality products to customers. It is the broad vision & scientific approach of its promoters, well supported by highly qualified committed and experienced staff, that the company today has carved out its distinct place in the competitive field of colours.



## Tests



Tests and analysis are performed at following stages to ensure optimal and consistent quality of the final products :

### Stage Test

Purchase	1
Manufacturing Process	2
Crude Product	3
Standardized Product	4
Dispatch (Independent Lab)	5
Random Sampling (Independent Lab)	

After 6 tests of DYESTUFF INTERMEDIATES AS WELL AS DYESTUFFS, THE MATERIAL IS ACTUALLY DISPATCHED. The most important thing to note is that, in spite of having a very dedicated, knowledgeable and trained staff, in order to avoid any complacency in testing, independent laboratories of international repute have been appointed for dispatch as well as random testing of material.

## R & D

*Ushanti* spends a considerable portion of its turnover (approximately 2-3%) in developing dyes of specific use to dyers. Even dyer wise shades are developed at no cost to the dyers. R & D includes process R & D and product R & D.

## Manufacturing

From humble beginning of 10 MT, Production per month in 1990, *Ushanti* thanks to demand of its high quality dyestuffs augmented its capacity to 300 mt per month. Manufacturing plant of Copper Phthalocyanine Blue Crudes & It's derivatives in pigments, Alpha Blue & Beta Blue has been commissioned now. Additional plant with capacity of 200 MT per month is being planned to manufacture high quality dyestuff. Manufacturing facilities include Reaction vessels, Closed Reactors, Spin Flash Dryer, Reverse Osmosis System, Glass Line Vessels, Closed Reactors, Spin Flash Dryer, Reverse Osmosis System, Glass Line vessels, rotary dryers and Spray dryer.



The products manufactured in the plant are as under :

- \* *Ushanti* Dyestuff (Reactive Dyestuffs) \* *Ushanti* Pigment (Alpha & Beta Blue)
- \* *Ushanti* Dyestuffs (Direct Dyestuff) \* *Ushanti* Intermediates (CPC Blue Crude)

## Pollution Control

The world has become a global village and needs to be protected by all & sundry from man made disasters and calamities and damage to its environment. Being part of the society, *Ushanti* has the corporate responsibility to make sure that profits do not necessarily remain the sole objective of the organization & environmental protection remains equally important

*Ushanti* has taken all necessary steps to control the environmental pollution involved in the manufacture of Dyestuff. Installation of Clarifiers, Pollution control wells, Sludge beds, Reverse Osmosis system, Air Pollution scrubber, Ventury etc., Additionally membership of the Common Effluent treatment plant are some of the measures taken by *Ushanti*, for primary, secondary and final treatment of the effluent.

## Awards & Achievement



# New Plant

Environment  
Clearance Received

## \* Dyestuff Intermediates

CPC Blue Crude

Vinyl Sulphone

H Acid

Gamma Acid

DASA

FC Acid

STA

K Acid

NMJ

MUA

DASDA

MPDSA

## \* Dyestuffs & Pigments

Direct Turquoise Blue Dyestuffs

Reactive Turquoise Blue Dyestuffs

Alpha Blue Pigments

Beta Blue Pigments

Pigment Green 7

Acid Black Dyestuffs

Direct Black Dyestuffs

Reactive Black Dyestuffs

Reactive Yellows

Reactive Oranges

Other Reactive Dyestuffs

Other Direct Dyestuffs

# New Plant

Environment  
Clearence Received

## AREA

75000 Sq. Mt.

## LOCATION

Saykha GIDC, Gujarat.

## PROJECT APPROVAL

Project approved by all regulatory Authorities.

**CONSENT TO ESTABLISH (CTE) RECEIVED**

## PROJECT APPROVAL SIZE

2735 MT per Month.

### Ushanti PIGMENT

	Water	Ethanol	Ethyl Acetate	Xylene	Methyl Ethyl Ketone	Mineral Turpentine	Acid	Alkali	Full Tone	Tint
 PIGMENT BLUE 15.0	5	5	5	4-5	4-5	5	5	5	8	8
 PIGMENT BLUE 15.1	5	5	5	5	5	5	5	5	8	8
 PIGMENT BLUE 15.2	5	5	5	4-5	5	5	5	5	8	8
 PIGMENT BLUE 15.3	5	5	5	4-5	5	5	5	5	8	8
 PIGMENT BLUE 15.4	5	5	5	5	5	5	5	5	8	8
 PIGMENT GREEN 7										

\* Colours Printed on Paper are not as bright as those on fabric

## Uchatron Reactives

SHADE	PRODUCT	FASTNESS				Solubility at 30C	Insolubles <
		properties Light	Properties Washing	Properties Rubbing	Properties Perspiration		
1%	4%						
<i>Uchatron</i> <b>PHTHALOCYANINE BLUE DYES</b>							
		<i>Uchatron</i> BLUE MGN	6	4	4	4	80 GPL 0.5%
		<i>Uchatron</i> BLUE H5G	5-6	4	3-5	4	50 GPL 0.5%
		<i>Uchatron</i> GREEN 6 X	5-6	3.4	4	4-5	100 GPL 0.5%
		<i>Uchatron</i> BLUE H2GP	4-6	4	3-4	4-5	100 GPL 0.5%
		<i>Uchatron</i> T. BLUE G	4-5	4-5	3-4	4-5	100 GPL 0.5%
		<i>Uchatron</i> BLUE HA	6	4	4	4	100 GPL 0.5%
		<i>Uchatron</i> T. BLUE PGR	8	8-8.5	4	4-5	100 GPL 0.5%
		<i>Uchatron</i> BLUE HGL	7	7	3	4-5	100 GPL 0.5%
		<i>Ucharect</i> T. BLUE 86	6	4	-	1-2	50 GPL 0.5%
		<i>Ucharect</i> BLUE 199	6	3	-	3	50 GPL 0.5%

## PRODUCT LIST

### *Uchatron* Reactives

#### HOT REACTIVES

\* Yellow HR (Orange 12)  
 Yellow H4G  
 \* Orange P2R  
 \* Orange H2R (13)  
 Red H8B (31)  
 Red P2B  
 Magenta HB  
 Blue PGL (14)  
 Blue H5G (25)  
 \* Blue PGR (72)  
 Blue P3R (49)

#### VS BASED REACTIVES

\* Yellow FG (42)  
 \* Yellow R (44)  
 Orange GR (72)  
 Orange 3R (16)  
 \* Blue G (21)  
 Blue 3R (28)  
 Blue H2GP (77)  
 Blue KBN (222)  
 Green 6X (Blue 38)  
 Violet SR  
 \* Black B (5)  
 Black HFGR

#### ME REACTIVES

\* Yellow MERL (145)  
 Yellow ME4GL (160)  
 Orange ME2RL (122)  
 Red BRS  
 \* Red ME4BL (195)  
 Red ME6BL (250)  
 \* Scarlet MEBL

#### COLD REACTIVES

Yellow M4G (22)  
 Yellow MBG (86)  
 Yellow M4R  
 Orange M2R (4)  
 Red MBB (11)  
 Megenta MB (Violette 13)  
 Blue MX7R  
 Blue MGN (140)

### *Uchatron*

#### REACTIVES

HE REACTIVES  
 \* Yellow HER (84)    \* Red HE3B (120)  
 Yellow HE4G (105)    Blue HER (171)  
 Orange HER (84)    Blue HA (71)  
 \* Red HE7B (141)

### *Ucharect*

#### DIRECT

\* Blue FBL (199)  
 \* Blue GL (86)  
 Red 23, 31, 81  
 Blue 1, 2, 6, 15 (Benzidine Free)  
 Black 38 (Benzidine Free)  
 Brown 2, 95 (Benzidine Free)  
 Green 1, 6 (Benzidine Free)

### *Uchafix*

#### INTERMEDIATES AND PIGMENTS

Alpha Blue  
 Beta Blue  
 Copper Phthalocyanine Blue

Product marked (\*) are available in salt free form for Inkjet Dyeing and Printing Industry

## Dye Stuff Ranges

*Ushatron*  
Reactives



*Usharect*  
Direct



*Ushafix*  
Pigments



*Ushafix*  
Intermediates



### Industry



**-: Our Existence :-**  
USA, Mexico, Belgium, Pakistan, Peru, Bangladesh, Thailand, Turkey, Argentina,  
Korea, Taiwan, Egypt, Uruguay, Indonesia, China, Brazil, Honduras, Hong Kong,  
Malaysia, Netherlands, Portugal, United Kingdom, Vietnam.



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