

France/India

Alteo Opens New Affiliate in India

One week before Indian Ceramics Asia 2019 took place in Gandhinagar/Guiarat, Alteo/FR announced the opening of a new office in Mumbai/IN. In the company announcement, it was explained that Alteo India Alumina Private Ltd. will strengthen regional customer service by ensuring commercial proximity, consistency and reliability of supply as well as technical support.

During Indian Ceramics 2019, we had the chance to talk to Subrata Roy (SR), General Manager India Office, and Fabio Pucciarelli (FP), India Director for Alteo.



Fig. 1 Subrata Roy, Alteo's General Manager India Office



Fig. 2 Alteo's stand at Indian Ceramics Asia 2019

cfi: *What aspects stimulated the launch of a service office in India?*

FP: We have been distributing Alteo products in India since 2011, with more focussed sales starting in 2012, and by 2016 approximately 10 000 t products were sold in India. In 2018, after an internal strategic review Alteo decided to set up an office here to strengthen the development of this strategic market for Alteo.

cfi: *Which user segments are the target in India?*

FP: We are already very involved in the tile industry here and are also supplying to insulator manufacturers, but our study confirmed the potential of the Indian refractory industry as well as the growing technical ceramics manufacturing sector.

The growth of the automotive, electronics and aerospace industries is remarkable, and the steel industry, of course, will lead to an increased demand for shaped and unshaped refractories, where our products are known for their excellent performance.

cfi: *How is the Indian office organized?*

SR: I have taken over responsibility, and will start with Gaurav Goosavi to present the Alteo services to potential customers in India, but also in Bangladesh and Sri Lanka.

cfi: *Which individual services will Alteo bring to India?*

SR: With a wide range of high-performance aluminas, we are able to fulfil individual customer needs. Beyond the existing portfolio, we can provide existing formulations with enhanced chemistry, better particle size distribution/specific surface area or/and crystal size of the products used. Our service comprises dedicated development work



Fig. 3 Marc Passarelli at the CERAMIC APPLICATIONS Workshop at Indian Ceramics Asia 2019

aimed at the most economical solution for the customer by ensuring best product quality for their end-users. Our paper presented at the CERAMIC APPLICATIONS Workshop at the Indian Ceramics Asia show 2019 by Marc Passarelli on “ARZ – An Economical Zircon Alternative in Engobe” references case studies in the tile industry. I worked for nearly 25 years in the Indian raw materials industry – mainly in sales and marketing for special aluminas and alumina hydrates. Therefore, I know that ceramic manufacturers will be very open for our services.

cfi: How will you expand the existing user segments for Alteo products in India?

SR: We think, networking of suppliers (powder and equipment supply) can bring a lot to the Indian industry, especially when new projects (e.g. for catalysts, lithium ion batteries) are on the agenda.

Alteo has comprehensive know-how, high-quality aluminas and product consistency, thanks to an integrated process.

We are also open to working with Indian R&D institutes to make new products happen in India. Another opportunity is foreign investment projects in India which will probably have positive impact on applications closely linked to alumina, for example ceramic substrate production for mobiles and various parts for the automotive industry.

cfi: Thank you for talking to us.

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