



2021 ARCHROMA SUSTAINABILITY AWARDS Application Form

3. Title of the application: (for ease of reference by the Jury and voters)

Indigo QUEST

4. Award category

Please choose one of the following award categories. If you wish to apply for several categories, please complete one application form per category.

I/we apply for the following category (select only one per form, 2 forms maximum):

- Business Win
- Diversity & inclusion
- Environment
- Excellence
- Innovation
- Safety First
- Sustainable partnership



5. Elevator pitch

Challenging the status quo (winning 80% Market share)

6. Describe how your project and its impact help achieving the category-specific criteria
(Max. 1000 words)

- US Denim, Diamond, Sapphire Fiber and Crescent Bahuman Limited were die hard customers of competition since long. They consistently used imported indigo from competition with longer lead time. Competition was enjoying 65-70% market share.
- These customers were in our dream list of “Quest against Competition”. We converted Covid-19 scenario into an opportunity by building trust in Archroma through a unique value proposition by offering our indigo systems and joint developments for brand and retailers supported by Speed to Market.
- We created an unlevel playing field for competition by offering Indigo. We established our product through value proposition conducting several production trials and establishing Archroma as trusted business partner. Since Indigo is the lifeline of denim production, to overcome customers fear, we created the comfort zone at the shop floor by creating benefits of The Archroma Way.
- We presented them with advantages of our portfolio, uninterrupted supply of Indigo being a local product, reduction in the inventory burden of the mills and above all ease of doing the business in local currency with ease in Cashflow.
- Looking into customers potential, Archroma with its rich legacy of R&D in sustainable solutions, developed joint business partnership with customers to sustainable business growth and turned the table resulting in 85 - 90% market share at targeted four customers.

Period	Quantity (Ton)	Value (TUSD)
FY 20	988.00	2,713.00
FY 21	2,129.00	6,003.00
FY 22 (Oct-Jun)	2,010.00	8,500.00
Projected FY 22	2,500.00	10,300.00

400% growth in three years

7. Describe how your project supports “The Archroma Way to a Sustainable World: Safe, efficient, enhanced, it’s our nature” (Max. 1000 words)

- The Archroma Way gave us best choice for customers. We established our vision of sustainability by providing / promoting our product portfolio based on SAFE, EFFICIENT AND ENHANCED.
- Our deep-rooted goal to protect people and our planet, safe to use, safe to release and safe to wear.
- Compliance Profile of Products with enhanced facility of local prestigious production houses which ultimately brought us to the shorter lead times to meet the demands of these customers, inventory management and ordering process.



8. Describe how your project demonstrates the company mindset “Everybody sells!” supported by our ACTS (Max. 1000 words)

- Throughout the process from selection to development stage all the departments from Archroma acted as a team to bring this project to a success.
- Customer Services, Archroma Center of Excellence, Production, Quality Control, Logistics, Sales/Marketing and Communication teams worked as a gelled team with defined timelines and roles under the umbrella of ACTS.
- We kept in line with all internal departments of Archroma to meet the timely requirements of the customer.
- In this business case we used every attribute of our ACTS pillar to successfully commercialize the business in a very shortest possible time with efficient resource management.

I declare to have read and accepted the privacy policy: <https://www.archroma.com/archroma-sustainability-awards-policy>

In case the submitted project belongs to a team, I declare that I have the authorization of all of them and that they have read and agreed with the privacy policy (attach to the submission!!!).