



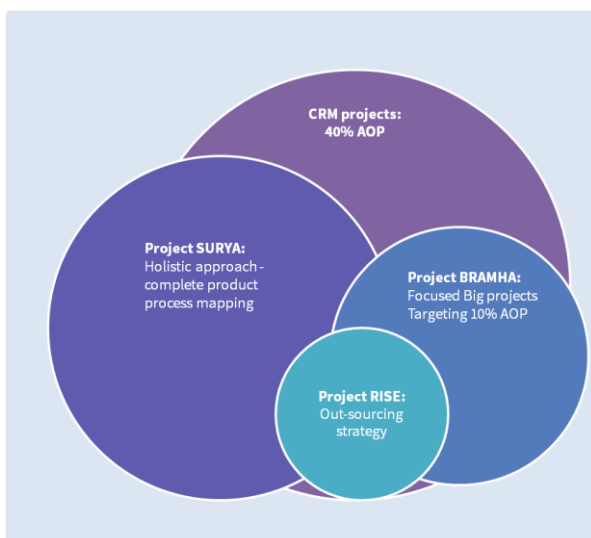
2022 ARCHROMA SUSTAINABILITY AWARDS

Application Form

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

Make it special and specific!

Project SURYA



4. Award category

Please chose 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

Project Surya: It's a Holistic approach with complete customer scanning/ mapping of product - process, machinery, and competition placement. On evaluation - we offer our systems & placements, Alternate process developments & tailor-made solutions

6. Describe how your project and its impact help achieving the category-specific criteria

- Project Surya was kicked off in April 2022 with objective to create inroads in new customers / were we have low share by value creation promoting our systems and packages.
- Customer product – processes with machinery are mapped and evaluated against our systems and processes. Data maintained in Process Segment 1 & Process Segment 2 format
- One-way tool is utilized to show-case savings
- Project is led by India - Business Development team

Market Scenario: Textile market in India over previous year have been impacted due to geo-political uncertainty, market volatility and high increase in raw material and energy cost.

Methodology:

Process Segment 1 was generated based on different process segments covering individual identified customer details like - machinery, process sequence, processing -cost, market segment, production capacities and available share of wallet.

Process Segment 2 was generated covering competition details evaluating their products and process parameter and benchmarking with FABs of our corresponding process segment package.

Impact: Initiation of project Surya has supported Archroma India to restrict volume erosion/ mitigate volume drop due to market conditions, also helping maintain GP/kg by enhanced, structured and system sell – The Archroma Way approach for customer intimacy and differentiation.

Initial success measured in most of the segments - continuous pretreatment, printing, finishing and sizing segment – Estimated sales – 500 TUSD delta generated since launch of this project.

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

Our offerings are backed up by product eco-certificates, One – way tool calculations – addressing Safe and Efficient systems with added value – enhancing customer end-product which is key differentiation factor against competition product-process.

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

- A structured team formed based on process segments led by Business Development team along with regional sales colleagues and supported by application lab team members.
- Monthly review by all segment leaders mapping project movements is conducted, tracked and documented to ensure accountability and customer focus.



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!!!).