



K. K. NATARAJAN
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Galaxy Surfactants Ltd

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Tell us about Galaxy Surfactants journey and its key milestones thus far. –

Galaxy Surfactants is one of the leading manufacturers in the world of surfactants and specialty care ingredients, exclusively focused on catering to the home and personal care industry.

The journey began in 1980 when five friends got together, leaving their cushy jobs in order to give shape to the entrepreneurial spirit within them.

Galaxy's 40 years can be divided into three phases –

- Phase I: From 1980 – 95, was all about survival.
- Phase II: From 1996 – 2005, was all about revival. The opening up of the Indian economy saw us investing for the future, be it in terms of technology or people, with the aim to become a domestic behemoth in the surfactants industry

- Phase III: Since 2006, it has been about arrival – arrival on the big stage, as a global multinational; a valued mind partner for the home and personal care companies. This phase has seen Galaxy investing outside India, building up capabilities and competencies to be future ready and becoming a solutions provider rather than just a product supplier.

Qualitatively, the last 40 years have been about valuing and building long lasting relationships with all our stakeholders and being ahead of the curve when it comes to understanding the trends, voice of our customers and consumers and investing accordingly.

These qualitative and measured quantitative decisions over the years have ensured we become the Galaxy of today - a one-stop solution for the Home and Personal Care Industry. With a product portfolio of over 200 products with sales in 80+ countries to over 1750 customers, comprising

of multinationals, regional majors as well as local niche e-commerce players, Galaxy has come a long way in the last 4 decades.

Financially, our revenues and profits have compounded at 28.5% for the last 40 years, a distinct feat achieved by few.

How did COVID-19 impact your business? How has the Company responded to the situation?

Since we serve exclusively to the Home and Personal Care industry, the growing awareness about hygiene, cleanliness and healthy living, augurs well for us. The basic attributes of our performance surfactants is to provide cleansing and foaming properties, which form the base of any cleansing product. Our specialty care products find application in various masstige products, which are the need of the hour today. Barring some premium specialties, demand remains healthy. The challenge though is on the supply

side – People + Production + Operations. Ensuring safety and seamless delivery in a restrictive environment, requires a completely different mind-set and adaptability. However, after the initial hiccup, we are fully geared up for it.

Our Tagline ‘Global Supplier to Global Brands’, reflects our focus and relentless pursuit to deliver the best quality and service to all our customers globally at all points of time. Our Plants and people have been working 24x7 to ensure we match up to the faith, expectations and trust placed upon us by our customers. Our strong team of Application scientists have been working in close collaboration with our customers to develop various sanitizing, cleansing, and antibacterial products that shall enable us and our customers to fight against this pandemic. At Galaxy ‘Our Employees Are Our Strength’, Safety of all our employees is the topmost priority and adequate measures to ensure safety have been taken by us. We have also been working with the local communities and

villages to distribute hand washes, soaps, and sanitizers in the nearby villages.

Challenges remain, but we are confident of winning and emerging stronger from this.

How do you think the specialty chemicals sector will shape up over the next three years? What is your growth strategy for the near future?

The Indian Specialty Chemicals space, we believe, is at the cusp of witnessing a major transformational shift – a shift that shall see decades of consistent, profitable and sustainable growth. The Home and Personal Care industry too has been evolving and transforming at a significant pace. The advancement of E-Commerce, Premiumisation, regulatory stringency and growing awareness about Sustainability, Safety and Mildness will shape the coming years, and Galaxy, is ready for it. The Innovation Funnel Model, adopted by Galaxy at the start of the 21st Century, has

borne fruits in the last ten years and shall continue to shape our growth trajectory in the next decade. Customers today want solutions that are futuristic, trendy and complete. They want reliable, scalable and innovative mind partners and not just suppliers. We at Galaxy have been doing just that. While growing awareness about hygiene and cleanliness boards well for our performance surfactants, trend based and futuristic innovations shall power the next leg of growth for our specialties’.

