

PRAKASH

Chemicals Agencies



ILLUMINATION

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world of chemistry*





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Surging global demand, rapid technological advancement, and a major shift in consumer priorities toward health and sustainability are the main forces fueling the food industry’s rapid expansion in today’s market.

Introduction

In the past, grocery shopping was a straightforward routine—picking up familiar brands and everyday essentials. Today, that simple act has transformed into an exploration of innovation and variety that would have been unimaginable just a decade ago. Supermarket shelves now feature plant - based substitutes, functional foods designed for specific wellness benefits, and packaging that highlights ethical sourcing and reduced environmental impact. This transformation extends far beyond new product offerings; it reflects a fundamental change in how consumers perceive food. Health-focused, value- driven, and digitally savvy shoppers are redefining the industry, which is on track to reach an estimated \$8.71 trillion in 2025.

1. Core Growth Drivers

The Health and Wellness Movement Consumers are increasingly prioritizing wellbeing and preventive nutrition, shifting away from ultra-processed foods and leaning toward natural, organic, and functional options.

- The global healthy food market is expected to surpass \$784 billion in 2025, growing at a 10.1% CAGR from 2025–2034.
- Popular trends include foods that enhance energy (valued by 42.9% of consumers in 2025) and support gut health (38.37%).
- The organic food category is projected to expand at a 13.8% CAGR, driven by rising trust in clean-label, minimally processed products.

2. Technological Integration and Efficiency

Technology is reshaping the food supply chain by improving efficiency, safety, and visibility.

- Around 50% of food companies plan to invest in AI and 48% in supply-chain tracking systems in 2025.
- AI-powered analytics enable better consumer behavior predictions and demand forecasting, helping reduce food waste—which accounts for 8–10% of global greenhouse gas emissions.
- Blockchain technology strengthens traceability “from farm to table,” reinforcing trust in product authenticity and ethical sourcing.

3. The Quest for Sustainability and Ethical Sourcing

Environmental awareness is increasingly influencing consumer choices, pushing brands toward responsible and eco-conscious practices.

- Meeting the rising demand for sustainable products drives investment for 52% of companies.
- Key initiatives include growth in sustainable packaging (projected 7.2% CAGR) and a rising preference for locally sourced foods, with 53% of Indian consumers willing to pay more for local options.
- The expansion of plant-based and alternative protein products directly addresses these concerns, as they typically require fewer resources than traditional animal agriculture.

Mr. Mayur Sant
Marketing Manager
Editor for the Month



Pooja at New Warehouse of PCAPL at Narol, Ahmedabad



Gujarat Chemical Association on their Platinum Jubilee Celebration, invited Our MD Mr. Dilip Shah for a Panel Discussion on "The Current and Future Scenario of Chemical Industries in India".



Men's Day Celebration at Prakash house



Brahmakumaris' meditation session at Prakash House - a moment of peace



Mr. Meet Parikh



Mr. Chetan Solanki

Children Day celebration with Anganwadi children



Nutrition kit donation to Pregnant Mothers



Nutrition kit donation to TB patients at UPHC-Gorwa





- TruAlt Bioenergy, Bengaluru-based biofuels producer, has announced the signing of a Memorandum of Understanding (MoU) with the Andhra Pradesh Economic Development Board (APEDB) to develop “one of the world’s largest” Sustainable Aviation Fuel (SAF) production facilities in Andhra Pradesh. The proposed 80,000-tpa facility will be located around the Srikakulam-Vizianagaram region of Andhra Pradesh.
- Vimal LifeSciences Pvt. Ltd., a Mumbai-based speciality chemicals distribution company, has announced a partnership with German chemicals firm, Evonik’s Cleaning Solutions business that supplies sustainable ingredients and system solutions for the cleaning industry. The collaboration seeks to accelerate greener innovation and growth in the home care, institutional cleaning & car care markets in India.
- Symrise, the German manufacturer of fragrances, flavours and cosmetic active ingredients, recently celebrated a major milestone with the expansion of its Scent & Care Creative and Commercial Centre in Mumbai.
- Godavari Biorefineries Ltd., one of the largest producers of ethanol and ethanol-based chemicals in India, has reported consolidated revenue of Rs. 430.8-crore for Q2 FY26, marking a 34 percent year-on-year growth with robust traction across both its bio-based chemicals and ethanol segments.
- INOX Air Products (INOXAP), a leading industrial, electronic & specialty gas manufacturer, has entered into a long-term partnership with Grew Energy to supply ultra-high purity (UHP) nitrogen for Grew Energy’s upcoming 3-GW solar photo-voltaic (PV) cell manufacturing facility at Narmada-puram, Madhya Pradesh.
- German chemicals firm, BASF, has announced that it has begun new locally manufactured supply of its Ultradur polybutylene terephthalate (PBT) in India including flame-retardant (FR) and hydrolysis-resistant (HR) speciality grades.
- Grasim Industries, an Aditya Birla Group company, has reported 52 per-cent increase in July-September quarter net profit at Rs. 1,498-crore against Rs. 983-crore logged in the same period last year, largely due to better margin in cement and chemical business. to better margin in cement and chemical business.
- Mumbai-based drug firm, Lupin, said its subsidiary has commissioned a dedicated oncology block at its Vizag-based manufacturing plant in Andhra Pradesh, as it aims to scale up contract development and manufacturing capabilities.
- Jubilant Agri & Consumer Products Ltd. (JACPL), part of the Jubilant Bhartia Group, will set up a new industrial polymer manufacturing facility at Savli near Vadodara in Gujarat. The company already operates a latex manufacturing unit at the same location.

The Lantern and the Mirror

MORAL STORY

In a quiet little village nestled between the Emerald Hills, there lived an old lamp maker named Hari. Every evening, just before sunset, he would walk along the dusty lanes, lighting the lanterns that lined the narrow path leading to the town square. His hands were wrinkled, his steps slow, but his face always glowed with peace as the warm light from each lantern began to chase away the growing darkness.

The villagers admired Hari for his dedication. “He never misses a night,” they would say. “Even when the wind howls or the rain pours, Hari’s lanterns always shine.”

One day, a young man named Rohan visited the village. He was well-educated, proud of his achievements, and carried himself with the confidence of someone who believed he knew everything about the world.

As he watched Hari lighting the lamps, he laughed and said, “Old man, why do you work so hard every evening? The sun will rise again tomorrow. Why waste your time lighting these small lanterns that burn out in just a few hours?”

Hari smiled kindly and replied, “The sun does rise, young man, but not before the night ends. Come back tomorrow morning, and I’ll show you something important.”

The next morning, when the golden sun peeked over the hills, Hari handed Rohan a bright mirror and said, “Hold this mirror towards the sunlight.” Rohan did as told. The mirror reflected the sun’s light brilliantly, sending dazzling rays across the courtyard. “Beautiful, isn’t it?” Hari said. “Now, turn the mirror towards that dark forest over there.”

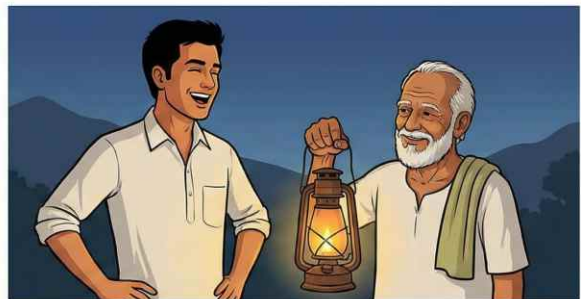
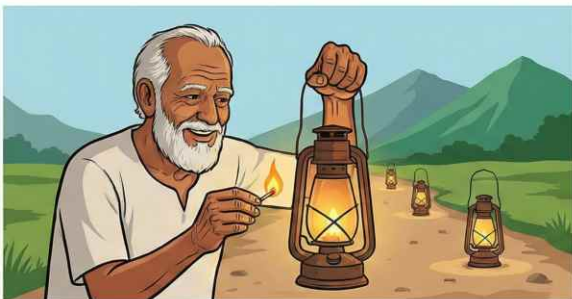
Rohan turned the mirror, but no light saw into the forest. It remained as dark as before. Confused, he looked at Hari.

Hari smiled and said softly, “You see, my friend, the mirror can only reflect light — it cannot create it. My lanterns, though small, bring their own light into the darkness. That’s what makes them truly valuable. It’s easy to shine when the world is already bright. But the real test is to shine when everything around you is dark.”

Rohan stood silent for a moment, his pride melting into humility. He finally understood that true value lies not in how much we reflect from others, but in how much light we generate ourselves — through kindness, honesty, and purpose.

From that day onwards Rohan began to live differently. He started helping villagers, teaching children, and caring for those in need. Every evening, he would walk with Hari and light a few lanterns himself, each one a symbol of his newfound understanding.

Moral: True greatness is not about reflecting borrowed glory, but about creating your own light to brighten the world around you.



Building a Purpose-Driven Culture

MANAGEMENT TIPS

In today's fast-changing business world, success is no longer measured only by profits or performance metrics. The true hallmark of a great Organization lies in its purpose—a clear, inspiring reason for existence that goes beyond financial gains. Building a purpose-driven culture not only strengthens commitment and morale but also fuels long-term Sustainability and Innovation.

A purpose-driven culture begins with leadership clarity. Leaders must clearly define why the Organization exists and communicate this vision consistently. When people understand how their everyday work contributes to a larger goal, they find deeper meaning in what they do. This alignment between Personal Values and Organizational Purpose becomes the foundation of genuine Motivation.

The next step is embedding purpose into daily operations. It should not be a Slogan on the wall but a living principle in decisions, policies, and performance goals. From recruitment to rewards, every system must reflect and reinforce the Organization's Core Values. Purpose should guide how teams collaborate, how challenges are addressed, and how success is celebrated.

Empowerment and inclusion play a vital role. Employees at all levels should feel encouraged to share ideas and take ownership of the mission. When people are trusted to act in line with the Organization's purpose, Creativity flourishes and a sense of belonging deepens.

Finally, leaders must model purpose-driven behavior. Their actions, not just their words, shape the culture. By showing Integrity, Compassion, and Commitment to the greater good, leaders inspire others to follow the same path.

In essence, a purpose-driven Culture transforms a Workplace into a Community of meaning and impact. It connects hearts and minds, turning ordinary work into a collective journey towards something extraordinary - where Success is not just about what we achieve, but why we achieve it.





PUZZLE YOUR MIND

- Q1- I can be made, told, played & cracked. What am I ?
- Q2- If I turn once, what is out will not get in and if again I turn, what is in, will not get out . What am I ?
- Q3- $1 \times 7 = 02$
 $3 \times 5 = 03$
 $5 \times 7 = 07$
 $8 \times 9 = ?$
- Q4- $UUU : 72 :: WWW : ?$
- Q5- I am the strongest person but can hold me only for 5 minutes and like as a feather. What am I ?



Winner Oct 2025

Mayur Sant

**Answer to
the Puzzles of
Oct 2025**

- | | |
|------------|------------|
| 1. DMQK | 2. COCONUT |
| 3. 141/582 | 4. 6 |
5. The candle loses nothing because the act of sharing light creates more light, dispelling more darkness without in any way diminishing the original flame's ability to shine.

*"The happiness of your
life depends on the quality
of your thoughts."*

Our Network



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Prakash Chemicals Agencies Pvt. Ltd.

Head Office :	Prakash House, 39/40, Krishna Industrial Estate, Opp. BIDC Gorwa, Vadodara - 390 016, Gujarat, INDIA. T: +91 265 612 6000 M: +91 78744 45025 E: pcapl@prakashchemicals.com W: www.pcaplindia.com
Ranoli (Warehouse):	Survey No. 530/1, Somnath Estate, IPCL Road Karachia, Vadodara - 391350 M: 97246 44207 9327969218
Ahmedabad (Office):	H-110, 1st Floor, Titanium City Center, Nr. Sachin Tower, 100 Feet Ring Road, Satellite Area, Ahmedabad - 380 015 Mob. 8511126722 /8511126720 Email : dhavaldesai@prakashchemicals.com
Ahmedabad (Warehouse):	Plot No.8, Red Flag Business Park, Motipura Chokdi, B/d Komal World Wide, Narol, Ahmedabad. E-mal : :amdwarehouse@prakashchemicals.com
Surat (Office & Warehouse):	B-119,120 C-119,120 Green park Surat Navsari Road Unn Sachin, Surat pincode- 394210
Mumbai (Office & Warehouse):	Building No. B-16/1, Godown No.8 to 12, OVALI Village, Parasnath Complex, Dapoda Road,Bhiwandi, Mumbai - 421 302, Maharashtra, India.
Rajkot (Warehouse):	Khodiyar Park Shed No.3, Ruda Transport Nagar, Sokhada Village, Navagam, Taluka : Rajkot, Dist. Rajkot - 360 002. Contact Nos. 84889 80856, 8511166879, 63588 08757
Chennai (Warehouse):	198, Adinath complex, Madhavaram, Chennai - 600060