



BAYER IN INDIA

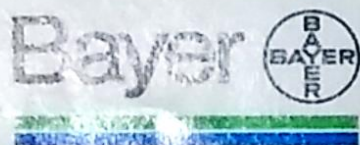
1896 - 1996





A book to commemorate Bayer's century of active presence in India will be published in the coming months. It will be based on extensive research by the Public Relations Department of Bayer (India) Ltd. under the guidance of H.E.W. Bernhardt, who worked with Bayer in India from 1956 to 1973.

The book will be authored by Sharada Dwivedi, whose publications include *Lives of the Indian Princes*, *Reach for the Stars*, a corporate biography of Blue Star Ltd, *Bombay the Cities Within* and *Banganga, Sacred Tank* and designed and produced by Eminence Designs Pvt. Ltd.



100 YEARS OF BAYER IN INDIA

Bayer was formally established in India in 1896. Through its chequered hundred year history, the Company has contributed significantly towards India's growth and development, notably in the fields of agricultural and public health products, rubber technology, pharmaceuticals, diagnostics, dyestuffs, thermoplastic polyurethanes, photographic chemicals and paper and a multitude of business lines of the wide-ranging global activities of the Bayer group of companies.

Bayer's history began at Elberfeld in Germany on August 1, 1863 when Friedrich Bayer, a merchant, and Johann Friedrich Wessott, a dyer by profession, formed a partnership styled as Friedr. Bayer et Comp. to manufacture aniline dyestuffs. On August 7, the firm was registered in Elberfeld. The Company's gradual global expansion began with the first production of dyestuffs in the USA in 1865. Within the following decade, the Company had expanded its international activities to include countries like Russia and France.



H.T. Boettinger

The first connection with India was made in the 1880s with the introduction of benzidine dyestuffs through casual orders from Indian branches of German and British export houses. In 1885, the first Alizarine convention of Bayer, AGFA, BASF and Hoechst further opened India's market for Bayer dyestuffs in larger quantities. It was only in 1888-89, however, that the prelude to Bayer's long association with India truly began with a ten week tour of British India by Friedrich Bayer's son-in-law, Henry Theodor Boettinger, to gauge the market potential for dyestuffs and pharmaceutical products. During his tour of ten Indian towns and cities, Boettinger appointed a travelling representative, visited Bayer agencies and a variety of dye houses, tanneries, hospitals and textile mills. In Baroda, he designated a Bayer technician to teach at Kala Bhavan, a dyers' training school set up by the Gaekwar of Baroda.

Boettinger's second visit to India in 1896 to review the agency position, culminated in a decision by the Supervisory Board on April 1, to set up a subsidiary, Farbenfabriken Bayer & Co. Ltd, with its registered office at 37, Hornby Row in Bombay. Thus began a century of successful relations between Bayer, its business associates and the country, surviving also serious obstacles and fundamental changes in the business environment. The importance Bayer traditionally attaches to India is also manifested by the fact that the subsidiary is the oldest of its kind outside Europe.

1896 - 1950

1896 Consolidation of arrangements with agencies and depots for human business and Alizarine bulk sales.

1899 Rapid growth of Bayer curtailed by economic depression resulting from years of poor harvest and famine.

1904 Bayer delegates own commercial and technical personnel to expand business, introduce new products and supervise local offices, agents and depots in India.



1906-1910 Imports of Pharma products commence. Volume increases with establishment of Pharma offices in Bombay, Calcutta, Delhi and Madras.

1914-1920 World War I begins. Bayer activities come to a standstill with the confiscation of all property and internment of German managers.

1920-1924 Pre-War connections slowly resumed notwithstanding restrictions to on visits by Bayer representatives.



1926 Havero Trading Co. with headquarters at Rotterdam appointed sole importers of Bayer, Agfa, BASF, Hoechst and other I.G. Companies. By 1929-30 German dyestuffs account for 70% of India's import of dyestuffs. The I.G. Group divisions Bayer Pharma and Photo become two separate companies in India under the names Bayer Remedies Ltd. and Agfa Photo Co. Ltd.

1938 Construction of Havero House at Ballard Estate, Bombay.

1939 Outbreak of World War II. On September 4, assets and records of all German-owned companies are confiscated, their offices sealed and German managers interned.

1947 Indian Independence. Bayer re-establishes contacts with former partners and employees.

1949 Chowgule & Co. (Hind) Ltd. appointed importers for Bayer Pharmaceuticals. Chika Ltd. become representatives for Dyestuffs, Chemicals, Synthetic Fibres and Pesticides.

1950 Imports of finished products affected by low Foreign Exchange reserves.



1952 - 1969

1952 Feasibility studies commenced to identify long range strategies for production facilities to consolidate Bayer's future in India, taking into consideration the Indian Government's 5-Year Plan objectives and projections and its protection policy in favour of indigenous producers.

1958 First facility for formulation of Bayer Pesticides begins in Bombay at Progressive Chemicals Pvt. Ltd., a small plant acquired by Bayer's partner, B.M. Ghia.



1959 Commissioning of dyestuffs factory, Colour-Chem Ltd. at Thane, Bombay, with minor capital participation of 16.4% each by Bayer and Hoechst. Bayer Agrochem Pvt. Ltd. established with 56.25% shareholding by Bayer. Modern equipment installed in Progressive Chemicals Pvt. Ltd's Pesticides Formulation Plant.



1960 Agfa constructs a plant for photographic paper at Mulund, Bombay. Earliest, simple Agfa box cameras are assembled at Baroda. The majority shareholding is with the Ghia Group company, The New Industries Ltd.

1961 Distribution of pesticides transferred from Chika Ltd. to Bayer Agrochem. Field Advisory Service organisation is rapidly expanded to train farmers in correct usage of pesticides. An important landmark in a country where most farmers are illiterate and pesticides are barely known.



1963 The name of Bayer Agrochem changed to Bayer (India) Ltd, which also absorbs the activities of Pharma Division from erstwhile agents Chowgule & Co. (Hind) Ltd. A phase plan commenced for expansion of the scientific and commercial organisation.

1966 Construction of Thane production complex begins.

1967 Manufacturing plants for Ethyl Parathion Technical, Rubber chemicals, Resochin (Phase I) and pharma plants go on stream.



1969 Production of Methyl Parathion Technical, Metasystox Technical and chloroquine (Phase II) commences. The Thane production units thereby become fully operational.

1970 - 1996



1970 The Head Office is relocated at Express Towers, Nariman Point, the new business centre of Bombay.

1973 The capacities of several plants at Thane are increased after obtaining Government approval.

1975 The paid-up capital of the Company is raised from Rs. 36 million to Rs. 39.2 million.

1979 Fenthion/Baytex Technical production begins at Thane.

1981 At Thane, the first 'Bayer' Tower Biology system is installed outside Germany, emphasizing our commitment to a cleaner environment as 'a good corporate citizen'. A biological field trial station for testing crop protection products under Indian conditions on 25 important crops is set up at Kandlakoya near Hyderabad.



1987-1988 An incineration plant is installed at Thane for treatment of all waste at 800-1200°C, underpinning Bayer's dedication to a cleaner environment. Bayer conferred award by the Indian Chemical Manufacturers' Association for 'environment control strategies and safety in chemical plants'.

1990 The Organisation is restructured along international lines of Bayer.

1991 A new plant for crop protection dusts is set up at Himmatnagar, near Ahmedabad in Gujarat.

1994 Agfa's business groups 'Technical Imaging', 'Graphic Systems' and 'Photo' are included in Bayer (India) Ltd.

1995 The Company is awarded 'ISO 9002' status for all its operations as the first multi-divisional Bayer subsidiary. A new head office building, Bayer House, is constructed at Powai, Bombay, with state of the art office equipment and good social facilities. The name of Miles India Ltd. is changed to Bayer Diagnostics India Ltd, which becomes a member of the Bayer Group in India, with the factory and registered office located at Baroda.

1996 Bayer Sanmar Ltd. is formed as a joint venture between the thermoplastic polyurethane manufacturer, Chemplast Sanmar Ltd. and Bayer Industries Ltd.



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