



Innovation. Integration. Inspiration.



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RALSON CARBON - A REVOLUTION IN MOTION

Who We Are

Ralson Goodluck Carbon manufactures all grades of furnace blacks; soft black and hard black grades that have been strengthening and reinforcing rubber products, adding opacity to plastics, and balancing colour formulations for many leaders of the industry. Be it the tyres that drive your vehicle or the belts that convey your products, we touch lives in many different ways.

"Today, we produce over 40,000 TPA of carbon black at our state-of-the-art facility in Malerkotla, Punjab.

What We Do

While the product resembles black powder, it is in essence a very pure form of carbon with manifold uses. It is obtained from partial combustion of hydrocarbons and mostly used as a reinforcing filler agent in automobile tyres and rubber products. It is also used in printing ink, paint, protective coatings, plastics and resistors for electric circuits. Ralson Goodluck Carbon is renowned for high quality products.

We are continuously a Work In Progress always improving capability and boosting capacity

DRIVEN BY VISION. GUIDED BY VALUES.

Vision

To become a market leader in terms of quality, reliability and service of our products by capitalizing on our agility and leanness as a private company and gaining the strengths of our multinational competition.

Mission

We want to ensure continuous growth by engaging, aligning and delighting our customers.

The Ralsion culture code includes the following 7 points:

We give ourselves the autonomy to be a 100% data driven • We obsess over delivering the best for our customers • We are profoundly transparent and uncomfortably honest • We invest in continuous improvement of product, people and process • We love to reinvent ourselves • We are young and mouldable • We pride in being problem solvers

Values

"Passion for Excellence"

Ralsion was founded with a fighting spirit and has grown with Integrity, Accountability, Innovation and Consistency. 'Passion for Excellence' is our way of life, and our values guide us successfully to deliver only Excellence to our esteemed Customers.

HOW WE DO IT ?

**We Plan, We Evolve,
We Innovate, We Deliver.**

Strategizing

We believe that our ability to look ahead, anticipate challenges and create a road map will ensure long term growth and a sustainable future for the company.

Evolving

The world around us is continuously demanding for more. There is a constant need for precision and an inherent drive towards greener and cleaner technologies. Being an eco-friendly company, we are committed to creating a green and sustainable future.

Innovating

We will only progress if our innovations - be it in thought or applications - deliver value for our customers in terms of cost and performance.

Delivering

We have doubled production within the last two years. With further integration and consolidation, we are looking forward to accelerating our growth rate. .



THE LEGACY LIVES ON ...

At Ralson Goodluck, our actions align with a robust and successful vision and our values ensure that we execute to deliver our brand promise – A relentless "Passion for Excellence".

Since its inception in 1984, Ralson has evolved and continues to do so by staying true to its commitment to imagination and innovation. Through our mission we continuously strive to improve and challenge our own standards to deliver only the best in quality, service and delivery to our customers.

Rajan Pahwa

Chairman & Managing Director



THE GREEN WAY TO BLACK

Ralson Goodluck is committed to building a sustainable future, which protects and nurtures the environment it operates in. Ralson's solutions are designed to be gentle on nature and economically efficient. We associate immense value to our resources and ensure its optimum use in every sphere of our operations by reducing environment footprint. Efficiency is our governing principle that empowers us to uphold our commitment to sustainability. We continue to explore new advancements in technology and processes to stay true to our vision and values of conserving, preserving and evolving.

While expanding our industrial horizon is a priority, we are also focused on making our factories and surroundings as eco-friendly as possible. One of Ralsons Conservation Initiative that started with planting 500 trees a month has led to the plantation of over 3500 trees in the last three months alone. And our plantation today covers over 7 acres of land.



OUR PROCESS

Fuelled By Innovation

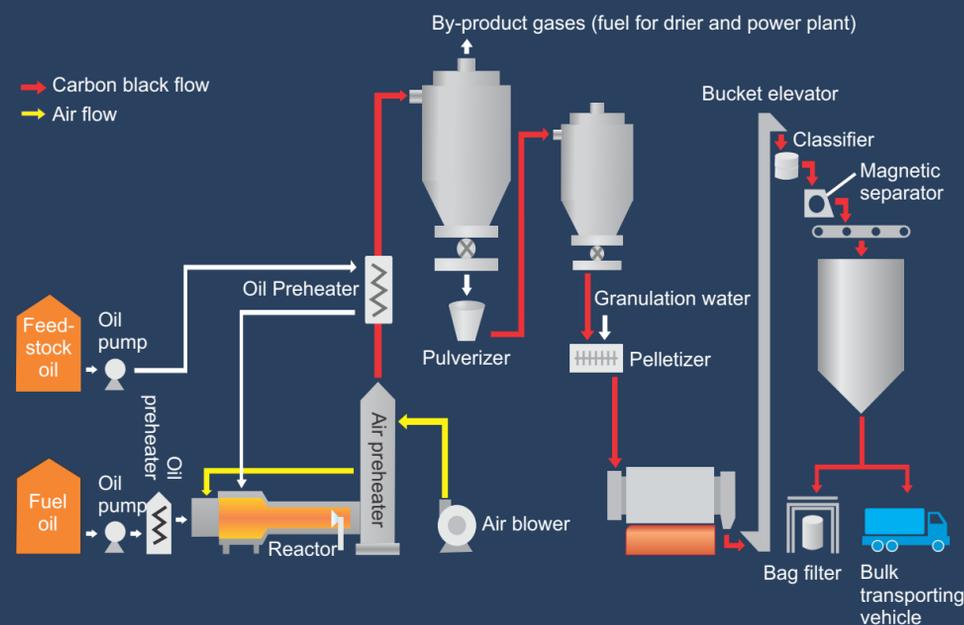
The carbon black manufacturing process, has two key inputs, pre heated process air and pre heated carbon black feed stock. The two ingredients are fed in a controlled manner along with process gases into a reactor, specifically designed to deliver certain grades of carbon black. In the reaction occurs in the reaction zone of the reactor, and is arrested at a certain distance from the feedstock injection point. This part of the process is key to delivering key carbon black attributes and hence must be controlled with precision.

The gasses and black are then carried forward, after further cooling in the heat exchangers, the mixture is directed into filters where the black is separated from the tail gasses. The carbon black is subsequently directed through a sequence of dressing operations, first through an agitator to prep the black prior to its entry into pelletizing segments where the fluffy black is converted into more manageable and workable pellets and the hammer mill where any grit or coarse particles are broken down to an acceptable size. The wet pellets are then dried in the dryer and sieved through a series of magnets and screens to ensure the cleanliness of the material. Finally the products enter the storage and are packed to customer requirements for dispatch.

Rigorous in process testing of the black is conducted at various stages to production to ensure quality and consistency of the product.

The complete manufacturing process has the following sections:

- Feedstock storage and pumping
- Purge gas filtration
- Reactor section
- Conveying and storage section
- Bag filtration
- Packaging and dispatch
- Pelletisation and drying section
- Power generation for captive consumption



OUR QUALITY POLICY

Defining New Benchmarks



Every Endeavour is focused on creating a product that enhances user experience. When our products blend seamlessly with our customers' downstream operations and subsequently improve their product's quality, we believe only then we have successfully delivered "highest quality standards" befitting our customer's expectations.

We believe "quality" is the culture at Ralson Goodluck. Continuous improvement activities coupled with our Research and Development measures ensure our sustainable future. Innovation in process and design is an intrinsic part of our operational code and protocol while effective Process control steps ensure that our products are Consistent, Reliable and matching global standards of quality.

Effective use of six-sigma techniques and DMAIC approach to enhancement makes us thorough in our analysis and efficient in our working. From sourcing, to delivery, we undertake rigorous audits to monitor and evaluate the product at each stage.

As an ISO 9002 certified company, we have effectively implemented and demonstrated Ralson's Quality Management Strategies. We manufacture all grades of carbon as per ASTM Standards. To stay true to the defined standards, we continually upgrade, calibrate and audit our labs. Gauge R&R techniques are practiced regularly to ensure effective control over our measurement processes and minimize operator to operator and machine to machine variation.

Product safety

Today carbon black is found in all aspect of modern life from printer inks to synthetic rubbers; from conductive plastics to tinting aids in paints & coatings. The wide variety of applications combined with the variety of end-product enhancements that carbon black brings, makes it necessary that we work closely & effectively to deliver exactly what our customers require from our products.

Our products needs to safe for our customers manufacture line, consistent for his end-product quality assurance, clean such that it goes beyond required health, safety & environmental regulations & standards.



OUR RESEARCH & DEVELOPMENT

Transforming To Enable You

Transforming To Enable You

The hallmark of any leader is the ability to adapt, constantly innovate and usher in changes. At Ralson Goodluck Carbon, we are exploring, experimenting and enhancing processes, technologies and standards to create new benchmarks for the industry to follow. We understand that in a fast growing industry, even the smallest change can make a big impact and keep us ahead of our competitors. Through capability acquisition and research and development, we are fulfilling our objective to create a better product and a greener environment.

Our R&D scope extends beyond in-house improvements. Our technical teams work with our customers to develop and enhance products and services. We believe in optimising our own product and its performance in our customers manufacturing line, this work culture has led to the long associations that our company boasts about.

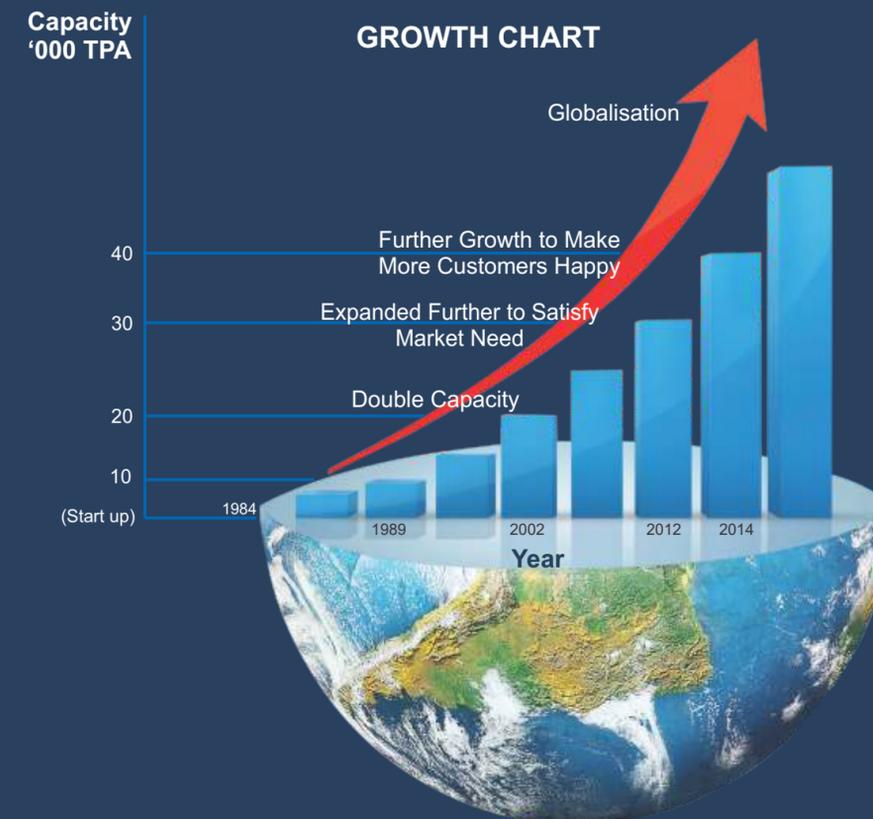
Carbon Black is one of the fastest growing industries in the present market with a stupendous annual growth rate of 13%. There is large scope in the carbon black industry and we are geared to take complete advantage of it.



OUR INFRASTRUCTURE

Improving Capability. Boosting Capacity

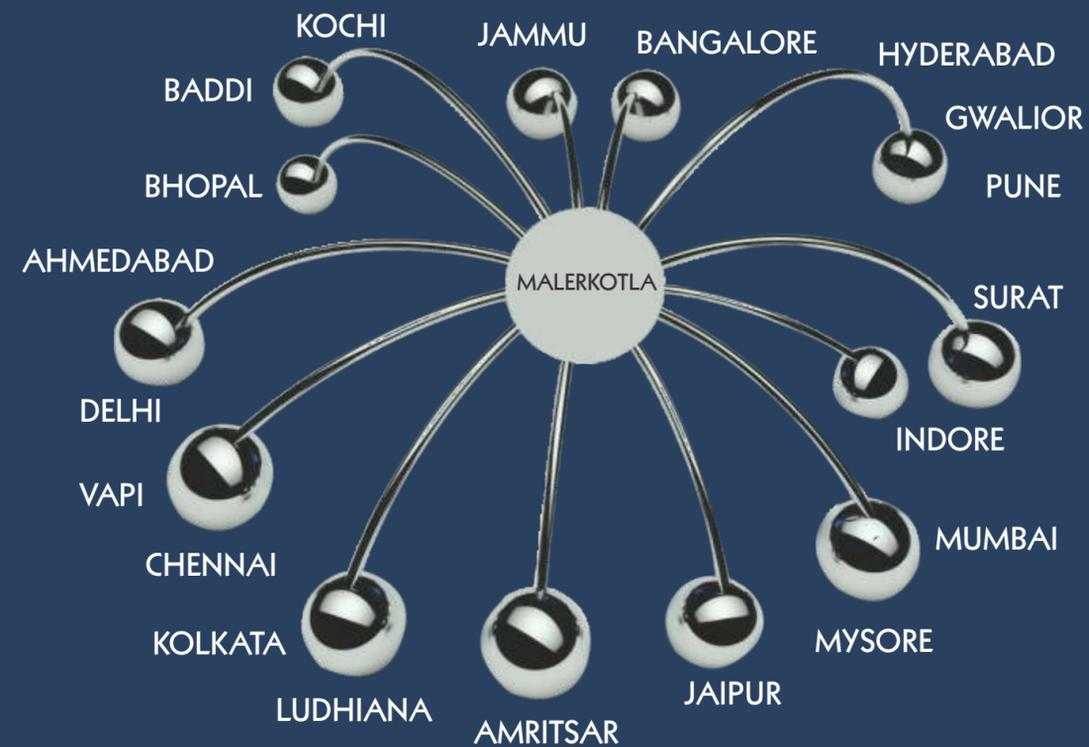
Established in 1984, as the only privately owned carbon black unit in India, the company achieved its target turnover of 400 crores in 2014. Manufacturing 40,000 TPA, we strive continually to improve our product, process and cost, and to that end we believe in investing in modernisation, goal oriented R&D and our people.



OUR CUSTOMER SERVICE

Enhancing Experiences

We bring professionalism to the carbon black industry. Be it product or service, we maintain the highest standards of corporate governance and ethics to deliver the best brand experience for our customers. We believe in feedback and communication, as they form the foundation of every long term relationship, so please contact us, we'd be happy to be of service!



HEALTH AND SAFETY

Our Priority

At Ralson Goodluck, we understand the high risks involved in manufacturing. We therefore have highly advanced mechanisms to ensure the safest working environment for our employees, which also results in the production of best product for our customers. From raw material handling to product dispatch, operations, audits, continuous maintenance and testing, everything is a part of standard safety protocol. Safety instructions are constantly updated and employees are trained rigorously in their language of choice.

