



Chemical Industry Outlook 2021

A Compendium on Exploring New Horizons of Growth

BACKGROUND

The Global Chemical and Petrochemical industry is undergoing a paradigm shift with the supply chain getting badly affected due to COVID-19 pandemic. This has led players to rework their strategies and focus on adapting to changing consumer demands, meeting sustainability goals, focusing on new technologies so that the companies can meet their topline and ensure profitability both in the short and long run.

The forecast predicts Asia will act as a centre and around 66% of global chemical sales in 2030 will happen in Asia and India will play a bigger role in post-COVID era. To tackle these challenges, players need to redefine their value chains and business models, adapt to the circular economy, capture new opportunities on the digital front and focus on innovations in a big way.

To capture this change, Indian Chemical News (ICN) is bringing out an ICN Chemical Compendium 2021 during India Chem 2021 to be held from March 17-19, 2021 in New Delhi. The ICN Chemical Compendium 2021 highlights the role and significance of the Chemical Industry and its contribution to the global and Indian economy.

The ICN Chemical Compendium 2021 will focus on: Overviews, CXO Interviews and Guest Columns from Chemical, Petrochemical, Energy, Gas and Pharmaceutical industries. It will also have an Emerging Trends section which will focus on topics like Digitization, Startup, Green Hydrogen, Electric Vehicle, Responsible Care, Sustainability, Green Chemistry and others.

The ICN Chemical Compendium 2021 will be released during India Chem 2021 and select copies of the same will be distributed to key industry stakeholders during the event. Post the show, the ICN Compendium 2021 will be available in digital format on Indian Chemical News website.



Compendium Format

- A. Print Version
- B. E- Version
- C. Micro Site

Industry Segment Coverage

- A. Chemical
- B. Petrochemical
- C. Gas
- D. Pharmaceutical
- E. Energy

Compendium Content Focus

- A. Market Outlook
- B. Interviews
- C. Opinion
- D. Guest Columns
- E. Foreword
- F. Case Studies

ADVERTISEMENT OPTIONS

PRESENTING PARTNER

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ Logo branding on cover page of compendium
- ✓ Full page color ad on Back cover position of compendium
 - Non Bleed Size: 21(w) x 26(h) cms
 - Bleed Size: 24(w) x 29(h) cms (Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)
- ✓ Top leaderboard banner ad on compendium microsite (Ad size: 720 X 90 pixels)
- ✓ 5 strip ads in editorial section
- ✓ 5 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 10 copies of print version of compendium

INR 500,000/USD 7000*

PLATINUM PARTNER

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ Logo branding on cover page of compendium
- ✓ Full page color ad on Inside Front cover position of compendium
 - Non Bleed Size: 21(w) x 26(h) cms
 - Bleed Size: 24(w) x 29(h) cms (Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ 3 strip ads in editorial section
- ✓ 3 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 400,000/USD 5500*

GOLD PARTNER

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ Logo branding on cover page of compendium
- ✓ 1 Full page color ad on Inside Back cover position of compendium
 - Non Bleed Size: 21(w) x 26(h) cms
 - Bleed Size: 24(w) x 29(h) cms (Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ 2 strip ads in editorial section
- ✓ 2 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 350,000\USD 4800*

CENTRE SPREAD AD POSITION

Deliverables include:

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ Centre Spread Ad in Compendium's Print Version
 - Non Bleed Size : 44 (w) x 26(h) cms
(Gutter Margin is 3 cms in center, so text should not come in center fold)
 - Bleed Size:46 (w) x 29(h) cms
(Gutter Margin is 3 cms in center, so text should not come in center fold)
- ✓ 2 strip ads in editorial section
- ✓ 3 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 350,000\USD 4800*

SECTION SPONSORSHIP

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ 1 Full page color ad in any one preferred section of your choice
 - Non Bleed Size: 21 (w) x 26 (h) cms
 - Bleed Size: 24 (w) x 29 (h) cms (Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ Minimum 4 strip ads in any one preferred section of your choice
- ✓ 3 company logo placements in any preferred editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 350,000\USD 4800*

DOUBLE SPREAD AD POSITION

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ Double Spread Ad in compendiums print version
 - Non Bleed Size : 44 (w) x 26(h) cms
(Gutter Margin is 3 cms in center, so text should not come in center fold)
 - Bleed Size:46 (w) x 29(h) cms
(Gutter Margin is 3 cms in center, so text should not come in center fold)
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ 2 strip ads in editorial section
- ✓ 3 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 250,000\USD 3425*

BOOKMARK AD POSITION

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ 1 Full page color ad
 - Non Bleed Size: 21(w) x 26(h) cms
 - Bleed Size: 24(w) x 29(h) cms (Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ 2 strip ads in editorial section
- ✓ 3 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 250,000/USD 3425*

FULL PAGE COLOR AD WITH TAB

Deliverables include:

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ 1 Full page color ad with tab
 - Non Bleed Size: 21(w) x 26(h) cms
 - Bleed Size: 24(w) x 29(h) cms (Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ 2 strip ads in editorial section
- ✓ 2 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 250,000/USD 3425*

FULL PAGE COLOR AD

- ✓ Guaranteed participation in print and digital version of compendium
- ✓ Logo branding in pre, on-site and post launch communications of compendium
- ✓ 1 Full page color ad of compendium in first 20 pages of compendium
 - Non Bleed Size: 21(w) x 26(h) cms
 - Bleed Size: 24(w) x 29(h) cms (Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)
- ✓ Banner ad on compendium microsite (Ad size: 300 X 300 pixels)
- ✓ 2 strip ads in editorial section
- ✓ 3 company logo placements in editorial section
- ✓ 1 Editorial article guaranteed (800-1200 words+Authors photo, name, title, designation & company name)
- ✓ 5 copies of print version of compendium

INR 150,000\USD 2055*

SAMPLE REFERENCE



Full Page Color Ad (Bleed Size)
24(w) x 29(h) cms

(Text area 21 cms x 26 cms otherwise we have to reduce it proportionally)



Full Page Color Ad (Non-Bleed Size)
21(w) x 26(h) cms

SECTION FALSE COVER

EMERGING TECHNOLOGIES

10101101101010110



10101101101010110



INTERNET
- LIVE CHAT
- MEDIA
- PHOTOS
- VIDEOS
- MUSIC

5G



101011010101001
001010101010101
11010101110010101
1101010000010101
1111011011010110
1011010101010101
111111000101011101010
1011010111
10101101011010110101
01100111110101
1111010101010101
0110101011111

TECHNOLOGY
- BUSINESS
- MEDIA
- CREATIVE
- TURKISH
- INVESTMENT
- NETWORKING

VIDEO
- MUSIC
- FILMS
- SEARCH
- COMMENTS
- MESSAGES

STRATEGY
- PLAN
- INVESTMENT
- INCOME
- MONEY

Powered By
Your Company Logo

HEADLINE WILL COME HERE

Interfere like that, then I think just like a Salahuddin and a Yasin Malik were born in

Renewed militancy if PDP breaks up. She seems to have forgotten that militancy in Kashmir has already been reborn under her most able administration. And adding in bold letters, in the following tweet, that not one new militant will be created with the break-up of the PDP. People will not mourn the demise of a party created in Delhi only to divide the votes of Kashmiris.

Mehbooba has been trying to hold on to her MLAs ever since rumours started floating of BJP trying to engineer mass defections in PDP, which were confirmed when on July 1 influential Shia cleric Imran Raza Ansari first spoke out against her party chief. PDP rebels, some of who claim their strength to be over 15, have publicly given Mehbooba Mufti two options: either resign and handover the chief's chair or be ready for a split. Despite having held one-on-one meetings with some of these rebels and apologising for the nepotism she introduced

born in 1987...if it tries to break PDP like that then outcomes will be dangerous. Mufti told reporters in Srinagar.

Her political rival, and former Chief Minister Omar Abdullah took a strong exception to Mufti's message and issued a couple of tweets: She must really be desperate if she is threatening the Centre with renewed militancy if PDP breaks up. She seems to have forgotten that militancy in Kashmir has already been reborn under her most able administration. And adding in bold letters, in the following tweet, that not one new militant will be created with the break-up of the PDP. People will not mourn the demise of a party created in Delhi only to divide the votes of Kashmiris.

Mehbooba has been trying to hold on to her MLAs ever since rumours started floating of BJP trying to engineer mass defections in PDP, which were confirmed when on July 1 influential Shia cleric Imran Raza Ansari first spoke out

RAJESH JANEY

MD & President, India, Dell EMC



Her political rival, and former Chief Minister Omar Abdullah took a strong exception to Mufti's message and issued a couple of tweets: She must really be desperate if she is threatening the Centre with renewed militancy if PDP breaks up. She seems to have forgotten that militancy in Kashmir has already been reborn under her most able administration. And adding in bold letters, in the following tweet, that not one new militant will be created with the break-up of the PDP. People will not mourn the demise of a party created in Delhi only to divide the votes of Kashmiris.

into the party, Mehbooba has been watching her grip slacken as MLAs slip to the other camp, one after the other.

We live in a society exquisitely dependent on science and technol



Interfere
like that,
then I think
just like a
Salahuddin
and a Yasin
Malik were
born in



HORIZONTAL STRIP AD



Interfere like that,
then I think just like
a Salahuddin and
a Yasin Malik were
born in



Interfere like that,
then I think just like a
Salahuddin and a Yasin
Malik were born in



vancement which was supposed to provide clarity to certain aspects of the world's most popular sport.

The FIFA's announcement of the presence of VAR or Video Assistant Referee in this summer's spectacle had drawn mixed reactions from football enthusiasts — while some believed that it will unnecessarily slow the game down, some others felt it was necessary for football to stay up-to-date with modern technologies available — although it might add a couple of minutes to the duration of the game, it could also cut down on glaring errors made by officials. Most important

ly, the VAR would help in case of close calls as the match referee will get an opportunity to analyse a potentially game-changing decision which could affect the course of the tournament.

VAR, however, did more than slowing the game down or helping out referees in a jam. Not only were certain decisions deemed controversial, some of those even changed the course of certain teams in the competition. The biggest influence of the Video Assistant Referee in the group stages was undeniably Portugal. While as many as 335 incidents were reviewed by the VAR in the group stages, it was Portugal's match against Iran in the Final Group B fixture which afforded everyone a look at the drawbacks of the VAR.

Portugal seemed to be the initial benefactors as Cristiano Ronaldo

was only cautioned for a foul which could have easily drawn marching orders for the Portugal captain, but Iran's dramatic late equaliser which derailed Portugal's bid to finish top of the group came only because a VAR review adjudged that Cedric Soares had committed a handball within his own penalty area, leading to a spot kick for the Asian nation which they converted. Portugal's misery created furore among their fans and football lovers in general, but this was not the VAR's first brush with controversy this summer.

In Egypt's match against Saudi Arabia, Wilmar Roldan's refusal to reverse his decision for awarding Egypt a penalty after Ali Gabr's challenge on Fahad Al-Muwallad raised questions. The Saudi Arabian player was adjudicated to have fouled Al-Muwallad in the box and

ABOUT US

Indian Chemical News is an important online resource for news, views, analysis, trends, technology updates and interviews with prominent leaders in the chemical and petrochemical space.

Indian Chemical News is a media company with interests in online publishing and industry events related to the chemical and allied sectors.







**For Branding and thought
leadership opportunity, Please Contact:**

Yogesh Joshi
+91 9811431951
yogesh@indianchemicalnews.com

Prateek Sahay
+91 98990 03030
prateek.sahay@indianchemicalnews.com

Jayant Singhal
+91 9818236960
jayant.singhal@indianchemicalnews.com

FOLLOW US

-  www.indianchemicalnews.com
-  [indianchemicalnews](https://www.facebook.com/indianchemicalnews)
-  [chemical_news](https://twitter.com/chemical_news)
-  [UCltw3k4QJem_XiTuff1_Ww](https://www.youtube.com/channel/UCltw3k4QJem_XiTuff1_Ww)