

Thai Hua launches JV in India

Thailand's leading NR producer and exporter, Thai Hua Rubber PCL, has established its presence in India with the recent launch of Thai Hua International Pvt. Ltd. India in Kerala. The launch is part of the company's active bid to emerge as a dominant global player covering the entire rubber business cycle.

"We have been in the Indian market for over 20 years now and are very popular here. For Thai Hua, it is indeed a privilege to do

of setting up a processing factory in India.

Thai Hua International Pvt. Ltd. India is a joint venture company in which Thai Hua Rubber PLC holds 70% stake and the Indian partner 30%.

Prof. K.K. Abraham, President, Pala Marketing Co-operative Society, said in his felicitation address that Thai Hua Rubber founded in 1978 had grown to mammoth proportions. Regarding the impact of Thai Hua's arrival, he said, the fact that Thai Hua will be competing with local traders is a cause of concern for them.

Thai Hua has to win the confidence of local traders and growers to get sufficient quantity of NR, he said.

Felicitating at the launch ceremony, Kurian Abraham, Editor of *Rubber Asia*, Asia's premier rubber magazine, said the arrival of Thai Hua is likely to have its implications in different sectors of the domestic rubber industry.



Rubber Asia Editor Kurian Abraham addressing the gathering. Others seen are (from L to R) Varghese A.F., Reyong Kittipol and Prof K K Abraham



The Thai Hua Indian team with the top executives: (Sitting from L to R) Reyong Kittipol, CEO and Chairman, Varghese A.F., Director - Finance, Prem Pandey, Managing Director; (standing from L to R) Zachariah T Kurian, Manager- Administration; Sathish Mathew, Marketing Manager; Dileep Mathew Zachariah, Director - Quality; Raunauq Mathew Kuruvilla, Director; and Korakod Kittipol, Director - Overseas Marketing

business in India which is a growing economy. We are only happy to support every sector of the Indian rubber industry," said Reyong Kittipol, Executive Vice President, Thai Hua Rubber PCL, Thailand. He was inaugurating the launching ceremony in Kochi.

"We are here not to conquer the market but to buy and sell. We are not here to interfere with the system but to learn from the culture in the country which we respect. We want to go in harmony and create a win-win situation," Kittipol said.

"We will co-operate with the existing factories and share our technology where it is needed," he said, ruling out the possibility

He said that in the globalised economy nobody can prevent a big player like Thai Hua from establishing business in India. The entry of Thai Hua will help create new quality standards and bring more recognition for the Indian rubber in the global market. It will also help further open up Kerala's natural rubber market to the outside world and also lead to improving quality of the domestic rubber.

Earlier Varghese, on behalf of Thai Hua's Indian team, welcomed the gathering. At the close of the function, Mathew Kuruvilla proposed a vote of thanks.

The launch ceremony was attended by over a hundred domestic NR stakeholders. ■