



## **TRAVANCORE TITANIUM PRODUCTS LIMITED**

(A Government of Kerala Undertaking)

**THIRUVANANTHAPURAM-21**

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### **EXPRESSION OF INTEREST**

M/s. Travancore Titanium Products Ltd, Thiruvananthapuram, a state owned enterprise under Govt.of Kerala, India invites Expression of interest from reputed agencies for conducting a study on Titanium Dioxide market primarily focusing the Indian Market. Interested parties may submit their EoI before 31<sup>st</sup> January 2017. The proposed scope of the market study is as below:

#### **SCOPE OF MARKET STUDY**

1. Global Titanium Dioxide Industry profile
  - a. Total Production –region wise
  - b. Total Supply & demand-region wise
  - c. Major players & market share
  - d. Region wise growth rate
  - e. Main grades of TiO<sub>2</sub> & applications
  - f. New developments in TiO<sub>2</sub> industry
2. Titanium Dioxide market in India
  - a. Production Grade wise
  - b. Demand/Supply of Titanium Dioxide grade wise
  - c. Demand supply gap
3. Export Import
  - a. Major importers/Exporters of TiO<sub>2</sub>
  - b. Export destinations/price/quantity
  - c. Import price/quantity
  - d. Grade wise import details
  - e. Trends in importing

#### 4. Competitor

- a. key competitors & their products
- b. Production figures, turnover and growth rate
- c. Geographical presence & Market share across grades
- d. Market strength – USP, reputation, brand strength etc
- e. Sales and distribution models used by competitors
- f. Marketing means adopted by competitors
- g. Expansion plans and industry outlook
- h. Key customers of these key competitors

#### 5. User Industries

- a. Major user industries & brief profile & current performance
- b. Paint, Plastic, Paper, Rubber, Textile, Cosmetic, Synthetic fiber, Printing Ink, Ceramic, Food/Pharma, others
- c. Usage norms of  $\text{TiO}_2$  & Demand in each sector
- d. Organised /un organised sectors
- e. Major player in each industry

#### 6. Trends

- a. Market potential for various grades of  $\text{TiO}_2$
- b. Price trends for various grades of  $\text{TiO}_2$
- c. User industry growth trend - demand
- d. Supply demand forecast for each grade

#### 7. Fiber Grade $\text{TiO}_2$ & Coated Rutile through Sulphate route

- a. Current import details
- b. Current customers
- c. Supply & Demand
- d. Growth potential

8. Strategy

- a. Scope for New product development – Nano Grade, Catalytic Grade
- b. Scope for Upgradation/Value addition in current products
- c. Key product and user industry segments for future growth
- d. Market for customized/specialized grades like nano Titanium dioxide etc
- e. Future plans for competition & Chances of substitutes

9. Potassium Titanate

- a. Market potential for Potassium Titanate in India
- b. Details of Potassium Titanate imports

10. Market for Pearl Pigments, Iron oxide, Prussian Blue, Vanadium Pentoxide

For Travancore Titanium Products Limited

Sd/-

AGM (MARKETING)