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to long-term resilience and environmental responsibility?

Sustainability is not just a buzzword for us but an actual path that we follow. Our sustainability initiatives are multipronged and include measures to reduce our own waste as well as steps to help the environment. To reduce our waste, we have gone in for heterogenous and recyclable catalysts in our production methodology and also developed continuous reaction and distillation plants to significantly improve efficiency of operations and reduce our emissions. Our steam is generated using biowaste which brings down SO_x and NO_x (air pollution emissions) by up to 90%. Our initiatives towards helping the environment, include tree plantation, water harvesting and setting up of solar power generation. To certify and maintain our commitment to sustainability practices, we are working towards getting the EcoVadis certification.

What is your company's growth strategy for the next 3-5 years, and how does it align with the evolving MSME landscape?

In terms of perfumery ingredients, we are moving up the value chain by changing our product mix from commodities to more high value molecules which are also import substitutes. This will not only save but also earn Forex for the country. The

international community is actively looking for new manufacturers which are not dependent on Chinese supply chains, and we seek to fill this gap.

By leveraging outstanding service and offering excellent products which are cost effective, we are able to make inroads into international perfumery markets hitherto dominated by a few MNCs. The Indian consumer landscape is rapidly changing and growing. We intend to be dominant players in this market as well.

The world is a changed place especially after Covid. There is a greater international interest now in Indian products and offerings. There is a significant opportunity for exports, and our stated goal is to leverage the international opportunities and become global leaders in our domain. This dovetails very well with the governments thrust on Atmanirbhar Bharat. ■

How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

The Company started operations in 2012 with a very small setup. Over the years we have consistently built up our resources, both in manpower and in machinery. We have maintained a growth rate of 25-30% on average year on year and this has been achieved by building and nurturing talent where possible and hiring from outside where needed. We have also kept a close watch on the market conditions and adapted to changing market needs. We have increased and diversified our product mix to not only mitigate risk but also to enable us to take opportunities as they arise. We started manufacture of ingredients in 2012, then started making industrial fragrances in 2017 and have recently started exploring flavors.

What sustainability practices has your company adopted, and how are these initiatives contributing