



Mahesh P Babani

Chairman & Managing Director
Privi Speciality Chemicals Limited

Privi is a global leader in aroma chemicals with a strong presence in fragrances and flavors. How is the company innovating to meet evolving consumer preferences and regulatory standards worldwide?

Privi Speciality Chemicals Limited (PSCL) has built its leadership in aroma chemicals on a foundation of continuous innovation and customer-centricity. Consumer preferences are shifting toward sustainable, clean-label, and nature-inspired fragrances, while global regulatory frameworks such as IFRA and REACH demand uncompromising compliance. To address these dynamics, Privi invests heavily in R&D, with over 100 professionals and two advanced research centers driving new product development. Recent launches include Galaxmusk, Camphor, Prionyl, Indomerane, and Floravone—molecules designed to meet evolving sensory expectations and sustainability benchmarks. Our backward integration into key raw materials like CST and GTO ensures supply security and cost efficiency, while advanced analytical capabilities guarantee global compliance. Through strategic collaborations we



are accelerating innovation pipelines for high-value fragrance molecules. This proactive approach enables Privi to anticipate market trends, deliver differentiated solutions, and remain a trusted partner to leading FMCG and fragrance brands worldwide.

Sustainability is becoming a key differentiator in specialty chemicals. What initiatives has Privi undertaken to reduce environmental impact and promote circular economy practices in its operations?

Sustainability is central to Privi's growth strategy. We have committed to achieving Net Zero greenhouse gas emissions by 2050, supported by science-based targets validated by SBTi. In FY25, 25% of our electricity was sourced from renewables, and all major plants operate on Zero Liquid Discharge (ZLD) systems. Our biorefinery initiatives convert agricultural biowaste into aroma chemicals, reducing reliance on fossil-based feedstocks and promoting circularity. We have earned EcoVadis Platinum and CDP A ratings for water stewardship, alongside FSC-certified supply chains. Privi has won the IFEAT 2025 Sustainability Award in the Large Companies category for its "Bio-based Innovation for Sustainable Aroma Ingredients". Energy efficiency programs, waste minimization, and green chemistry principles are embedded across operations and CSR initiatives for inclusive growth. These efforts not only reduce environmental impact but also create long-term

stakeholder value. By integrating sustainability into product design, manufacturing, and supply chain practices, Privi is positioning itself as a global benchmark for responsible specialty chemical production.

With India emerging as a hub for specialty chemicals, how is Privi leveraging technology and partnerships to strengthen its global footprint and maintain competitive advantage?

India's rise as a specialty chemicals hub aligns perfectly with Privi's ambition to strengthen its global footprint. We are investing in advanced manufacturing technologies, process automation, and real-time analytics to enhance efficiency and scalability. Our strategic partnership with Givaudan through PRIGIV has resulted in a world-class greenfield facility dedicated to high-value fragrance molecules, reinforcing our leadership in global markets. Continuous capacity expansion, backward integration, and digital transformation initiatives enable us to maintain cost leadership and supply security. By combining cutting-edge technology with collaborative innovation, Privi is well-positioned to capitalize on global opportunities, deliver sustainable growth, and maintain a competitive edge in an increasingly dynamic industry. ■