



rubber India

TAPPING RUBBER NEWS FIRST

Vol. LXXI • No. 7 • JULY 2019 • www.allindiarubber.net • ₹100/-

COVER STORY

Low Smoke, Flame & Toxicity Resistance Rubber Compound

In this issue

- How Much Should Indian Businesses Invest in Cyber Security?
- Elastochemie Impex won dow amulya award
- Marketing & Corporate Communication Strategy (CCS) for Exports
- Country Note: Shri Lanka



Follow us on
[rubberindia-airia](https://www.facebook.com/rubberindia-airia)





rubber India

Vol. LXXI • Issue 7 • July 2019 • ₹ 100

Editor
Vinod Patkotwar

President
Vikram Makar

Senior Vice-President
VT Chandrasekharan

Vice-President
JS Rangar

Chairman – ER
Saugata Basu

Chairman – NR
Sanjeev Sikka

Chairman – SR
K Ganesh

Chairman – WR
Umesh Dhruv

Chairman – Pune Chapter
Prashant Wani

Chairman – Gujarat Chapter
Rajesh Kothari

Editorial Committee Members

D J Bharucha

Shashi Singh

Printed & Published by
R G Bhamare

ALL INDIA RUBBER INDUSTRIES ASSOCIATION

601, Pramukh Plaza, 6th Floor
485, Cardinal Gracious Road, Chakala
Andheri (East), Mumbai – 400 099.
Tel: +91-22-2839 2095 / 2839 2107
Fax: +91-22-2822 9883
Email: secretary@allindiarubber.net
rubberindia@allindiarubber.net

The opinions expressed in this magazine
do not necessarily reflect those of the
editor, publisher or their agents.

CONTENTS

15
President's Message

17
Editor's Note

18
Association News
**Discussion between AIRIA WR
Members & Consul - General of
the Royal Thai Consulate**



**Technical Seminar Held on 26
June 2019 at Hotel Holiday Inn
Mumbai Organised by Western
Region-AIRIA**



44
National News



58
International News



70
Cover Story
**Low Smoke, Flame & Toxicity
Resistance Rubber Compound**



Compounding with EPDM , having so many different world wide manufacturers and different grades with respect to Mooney viscosity, type of diene content, percentage mole of diene and Ethylene propylene ratio is not an easy task to the rubber compounder to understand the correct EPDM grade required for the typical products. Its mixing pattern of high viscosity grade with high filler and oil loading is typically different than any other polymer in the rubber industries. This technical write up will try to discuss on the rubber formulation pattern on low smoke EPDM compounds.

Industry Update

How Much Should Indian Businesses Invest in Cyber Security?

Cyber Security continues to be a major issue in India with 76% businesses hit by online attacks in the last year, as compared to 68% incidents across the globe, reveals a new global survey from a reputed Cyber Security firm. The report further says, IT managers discovered 39% of their most significant Cyber Attacks on their organization's servers, and 35% on its networks. Only about 8% were discovered on endpoints and about 19%, which is almost double the global average, were found on mobile devices.

International Business

Marketing & Corporate Communication Strategy (CCS) for Exports



In the competitive business environment marketing is a MUST and more so it is expected to be effective resulting into contributing to the growth of business. Marketing is no doubt a challenging task of a senior management team in the organization. Marketing broadly includes many facets of business like brand image, brand building, brand recall, customer satisfaction, Customer Relationship Management (CRM), complaint resolution, new product launch, achieving business targets, exploring new business areas. The list is exhaustive.



Achievement

Elastochemie Impex won dow amulya award



In 2017 when DOW introduced the "DOW AMULYA AWARD" (Amulya – meaning 'Priceless') to celebrate invaluable partnerships and honor the best amongst the best of DOW partners.

Legal

35th GST Council Meeting Recommendations



The 35th GST Council Meeting was the first meeting of the Council after the swearing in of the new Government. The following are the major decisions taken in the 35th GST Council meeting:

Country Profile

Country Note: Sri Lanka



Sri Lanka is a land of great cultural diversity. Religion pervades many aspects of life and constitutes a basic element of this diversity.

Industry & Economy

- Startups are in boost after 'Startup India Initiative'
- MSME Park to be built in Aligarh's Defense Corridor

Statistics

Notification

Events & Exhibitions

Classifieds