

Asahi Songwon Colors to invest Rs 137 crore for growth of API Asahi
Songwon Colors Limited is all set to invest ₹137 crore in capital
expenditures | 1



“We are confident of significantly ramping up our azo operations in FY23 to cater to the expanding market demand,” says Arjun G Jaykrishna, Executive Director, Asahi Songwon Colors Limited. Jaykrishna adds, “What thrills me even more is our most recent development in the Atlas Life Sciences Private Limited acquisition. Rather than breaking ground in July 2022 as planned, we began work on the new site at Chhatral in the first week of May. Our team is working hard to get the site up and operating by the third quarter of FY24. This new investment will enable us to realise the full potential of the API industry”.

Gokul M Jaykrishna, Joint Managing Director and CEO, Asahi Songwon Colors Limited states, “These difficult circumstances have unquestionably affected our profitability, but I’d like to draw attention to the underlying shift of our business model. In the past two years, we are transitioning from a single site company with a single product category to a four site producer with a complete spectrum of pigments and a range of APIs by FY24.”

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