

# Birla Carbon Announces 150kMT Capacity Expansions

**Atlanta/Mumbai, July 17, 2018**

Birla Carbon today announced expansions in multiple regions to support customers in the growing carbon black market.



The company will raise its capacities considerably through significant debottlenecking at Birla Carbon's factories in Egypt and Italy before the end of Q3 2018; restarting a production line in Thailand by the end of Q4 2018; and installing new production lines in India with a start date of Q4 2019. In total, Birla Carbon will be adding 150kMT per annum of new capacity on line over the next 18 months. Furthermore, the company is prepared to expand at its newest plant in China by an additional 120kMT at the opportune time.

"Birla Carbon is committed to supporting our customers' growing needs in all geographies," said Dr. Santrupt Misra, Chief Executive Officer. "Implementation of these projects is underway after a series of development initiatives were identified to meet market requirements." He further shared, "We have leveraged our latest technology to ensure the highest quality products and most reliable operations."

John Loudermilk, Chief Operating Officer, added, "The new capacities will enable us to serve a range of segments including production capability for high value, differentiated products in the tire, rubber goods, and specialty markets."

## **About Birla Carbon**

Birla Carbon is one of the world's largest manufacturers and suppliers of high quality carbon black and a flagship business of the US\$44.3 billion Aditya Birla Group. The Company's footprint extends across 12 countries with 16 manufacturing facilities. Birla Carbon provides a complete portfolio of products across ASTM grades and specialty blacks to meet the specific end

requirements across tires, rubber, plastics, coatings, inks and other niche industries. The world's leading companies are among its customers.

Birla Carbon has two state-of-the art technology centers at Marietta (USA) and Taloja (India), besides well-equipped laboratories across its manufacturing units providing for continuous R&D. As an ardent practitioner of sustainable development, Birla Carbon's Sustainable Operational Excellence (SOE) strategy focuses on employee safety, environmental stewardship, efficient use of carbon sources and a key focus on conducting operations in a socially and ethically responsible manner.

For more information, visit: [www.birlacarbon.com](http://www.birlacarbon.com)

Contact us at: [birlacarbon.communications@adityabirla.com](mailto:birlacarbon.communications@adityabirla.com)

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