Synthetic leather has two main end users - footwear and automotives. The Indian automotive market is expected to grow at double digits for the next 10 years

Numerous international brands that use PU in their products are coming to India to resource their products

Two growth projects that the company is investing are -

PU Leather plant of 0.7m/month

PVC Leather of 0.1million meters in the south

Company wants to enhance the working capital efficiency on books

Foray into Europe - company has appointed a marketing agent in Europe to increase penetration for the company. Mayur uniquoters is the only Indian supplier of Synthetic leather to US Auto companies

Total capacity - 3.05m m linear meters/month

Global SL market is valued at 22bn USD as of 2015 and is expected to grow to 33bn USD by 2012 - CAGR of 7.2%

The imposition of ban on Indian slaughterhouses will lead to a shift from natural leather to synthetic leather. Among synthetic leather, PU leather will have the highest demand going forward as it uses less of plastics and is much smoother.

The Indian government has made leather one of its priority sector and aims to increase turnover to 27.5bn by 2020 from the present turnover of 12.5bn USD. The council for leather exports is aggressively marketing products in potential growth markets - African countries, Russia, Korea, East Europe as major potential markets which would eventually be beneficial for Indian Industry.

One drawback is that the processing of PVC entails significant environmental damage