

The Project

Rhymer Chemical Industries Limited, a member company of '**Rhymer**' group is a private limited company incorporated on August 17, 2004. The Company already set up a '**State of the Art**' '**Sulphonation Plant**' at Valuka, Mymensingh to produce high quality '**Surfactants**' to meet the growing demand of the Detergent manufacturer's in Bangladesh.

Now we want to expand our production facility to setup a Synthetic Detergent and Industrial Liquid Detergent (ILD) and liquid cleaning agents industry. The Proposed new production facility will have 3 tons/hour of synthetic of detergent powder and 20 tons of ILD & Cleaning agents per day. The authorized and paid up capital of the company is Tk. 100, 00, 00,000 and Tk. 28, 00, 00,000 respectively.

Philosophy of the Project

Until recent years soap and water were the only cleaning agents available in Bangladesh. Soap served '**Household care**' markets for many years, until a shortage in animal and vegetable fats and oils, the basic ingredients necessary to make soaps. After the introduced of the detergent powder gradually the use of soap were reduced and every year the use of detergent increased geometrically. For example in 2012 **Unilever Bangladesh** introduced '**Wheel Power White**' a '**Synthetic detergent**' and sold 75,000 M.Tons of Detergent powder in the first year. Since then, a good number of other manufacturers are entered into the same field and now the market is estimated at 210,000 M.T. per annum, which is valued at BDT 10.15 billion. The Detergent market in Bangladesh comprising of both Laundry soaps and Synthetic Detergent Bar and Powder is estimated to 500,000 M.T./annum and is valued at BDT 12.55 billion.

The oil based laundry soaps are being gradually phased out. Synthetic detergents incorporate modern technology which is just 3 – 4 decades old and offer better value for money.

The detergent market continuous to grow at a rate approximately equal to GDP growth in the U.S. and developed economies but is growing at a very high rates in some areas as high as 12% in regions of Asia pacific.

Bangladesh produces approx 2,10,000 M.T. of Detergent powder per annum. The market growth is being in the range of 12–15% per annum. The total demand for '**LAS**' in Bangladesh is estimated to be around 31,600 M.T. during 2012 and anticipated to grow at the rate of 18 – 20% per annum.

The global future for detergents is very bright. Laundry detergents will remain a mainstay in every home in the modern world. The relative share of Oil based laundry soaps will continue to decline, as use of synthetic detergents becomes more widespread. The penetration of Detergent powder in Bangladesh is high, the low per capita consumption indicates that there is a huge potential for growth.

Future Plan

So, viewing the opportunity **Rhymer** already made investment to produce high quality, cost effective, Biodegradable and environmentally safe Anionic '**Surfactants**' for the Detergent Industry of Bangladesh. Now **Rhymer** see further possibilities in this sector to setup Synthetic Detergents, Sodium Lauryl Ether Sulfate (SLES) industry. And also wants to setup a Sulphuric Acid manufacturing plant to produce – Sulphuric Acid, Aluminum Sulphate, Copper Sulphate, Zinc Sulphate & others,

The factory premise of 'RCIL' is situated at Kashore, Hobirbari, Valuka in the district of Mymensingh.

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