

ADVERTISE INVITATION

# IndianPetrochem.com

*Place your brand inside the daily mailer that India's chemicals and petrochemicals industry reads every working morning.*

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**35,000+**

Opt-in subscribers – all mailed, every working morning

**4,000+**

Named corporate organisations identified inside the readership

**Daily**

Cadence – every working day, before 9 AM IST, year-round

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*Before they call their suppliers. Before they set their prices.  
Before they place their tenders. Your buyers are already here.*

**20 yrs**

Indian Petro Group editorial heritage

**200+**

chemical products with daily prices

**95,000+**

dated bulletins in our news archive

**99.5%**

subscriber domains verified live via DNS

indianpetrochem.com · +91 9810156957 · editorial@indianpetroplus.com

# A captive audience that cannot be reached through any other channel

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No one else has this audience. Not a trade magazine. Not a lead-gen service. Not Google Ads. Not LinkedIn. Twenty years ago we started publishing daily chemical and petrochemical prices for the Indian market. The professionals who needed those prices – buyers, sellers, traders, plant heads, procurement teams – subscribed. They stayed subscribed. Today, 35,000+ of them open our mailer every working morning, and we send it to every single one of them.

The 4,000+ organisations named in the directory at the back of this document are only the visible corporate sample – the portion of our readership that is identifiable by company-owned email domain (reliance.com, bhel.in, sabic.com, bayer.com, ongc.co.in, dorfketal.com, atul.co.in...). The full corporate readership is materially larger; many corporate subscribers reach the mailer via personal addresses and don't appear in this directory at all. Even what is visible spans:

- Every major Indian refinery and petrochemical complex
- The full Nifty 50 chemicals, automotive and FMCG universe
- Global majors – BASF, Dow, ExxonMobil, Huntsman, SABIC, AkzoNobel, Clariant, Yara, Sumitomo Chemical, Bayer CropScience
- The full Big Four / strategy consulting bench

*And then there is the bigger half of the audience – the 30,000+ subscribers who are the real prize for an advertiser.*

The majority of our 35,000+ readership reaches the mailer via personal email IDs (gmail, yahoo, rediffmail, outlook). They are small operators, not corporate employees – the people who physically move the Indian chemicals trade. They do not appear in any corporate directory anywhere, and they are the part of the market that no other channel reaches:

- Small polymer and chemical traders, stockists and distributors in Morbi, Daman, Kandla, Bhiwandi, Jamnagar – the mid-market that physically moves the product
- Compounders, masterbatch converters and packaging convertors operating as SMEs
- Buyers at downstream SMEs – plastics, paints, textiles, auto-ancillaries – who procure on a daily-price basis
- Commission agents, brokers and intermediaries who arbitrage across regional markets
- Industry analysts, consultants and researchers tracking the sector

*This is where the volume is, and this is where the value is. There is no segment filter on Google Ads, LinkedIn or any industry magazine that can reach a polymer trader in Morbi or an acetone buyer at a mid-sized paints SME. They are unreachable anywhere else. They are all on this mailer – because the content is useful enough that they opted in twenty years ago and stayed.*

# The most effective ad format, placed in the most captive inbox

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Email is the single highest-attention commercial format an advertiser can buy. Not because of its impressions — because of *what an inbox is*. An inbox is a place a person enters voluntarily, on their own time, with their guard down, expecting useful content. There is no algorithm in between. There is no scroll-past. There is no advertiser auction deciding whether the message gets shown. The subscriber asked for the mailer; the mailer arrives; and the brand placed inside it arrives at the same moment, with the same authority, into the same focused window of attention.

Compare that to every other digital channel. **Display ads** are served to disinterested eyeballs and blocked by half the audience. **Search ads** only catch the small fraction of buyers actively querying — they cannot reach the larger audience who hasn't yet started looking. **LinkedIn** is a feed, not an inbox; ads sit between someone else's holiday photos and someone else's promotion announcement. **Print magazines** arrive once a month, are read by a fraction of recipients, and are physically discarded. **Trade exhibitions** happen for three to five days every one to three years. None of these formats put your brand inside the moment the buyer is paying attention to commercial signal in your category.

*And then there is this email.*

*IndianPetrochem.com's daily mailer is not a generic newsletter. It is the operational reference document of the Indian chemicals trading floor. The 35,000+ professionals on our list opted in for the editorial product — the daily prices on 200+ products, the plant news, the tender flow, the feedstock movements. They open it before 9 AM IST, every working morning, because the day doesn't start without it.*

That makes the audience captive in a way no other format can replicate: they are paying attention, they are paying attention in a commercial frame of mind, and they are paying attention to content adjacent to your category. A polymer ad placed in this mailer reaches a procurement head reading PVC prices in the same minute. An EPC services ad reaches an engineer reading plant tender notices in the same minute. The placement isn't advertising; it's context.

And we send it to every one of the 35,000+ subscribers, every working morning. Not a segment. Not a sample. Not a fraction. Thirty consecutive working mornings of presence, in the inbox of the exact people you are trying to reach — before they call their suppliers, before they set their prices, before they place their orders.

# Whatever you're selling. Whoever you're looking for. This audience has them.

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Wherever you sit in the chemicals and petrochemicals supply chain — upstream, midstream, downstream, services — the audience for what you do is on this list. There is no other channel in India where every role in the value chain meets in one place, every single morning.

## **Selling a product.**

Polymers, intermediates, specialty chemicals, fertilisers, agrochemicals, pigments, additives, fibres, solvents. Your buyers are reading this mailer every morning, checking prices before they place their orders. Your ad sits in the stream they are already scanning for commercial signal.

## **Buying a product.**

Procurement heads, sourcing managers, purchase officers at downstream users. Your suppliers are in here too — producers, traders, stockists, importers, commission agents. An ad, a tender notice, or a specification request finds the right counterparty without you having to hunt for it.

## **Launching a product.**

A new grade, a new chemistry, a new specialty formulation. The entire value chain sees it simultaneously — producers who might license it, distributors who might carry it, end-users who might specify it, consultants who might recommend it, analysts who will write about it.

## **Selling a service.**

Consulting, inspection, testing, certification, logistics, warehousing, financial, legal, trade finance, insurance. Every participant in the value chain is a potential client, and every one of them reads this mailer.

## **Selling equipment or machinery.**

Reactors, columns, extruders, pumps, valves, instrumentation, automation, laboratory systems, EPC services. The plants that spec, procure, and install your equipment are all here. *Engineers India Ltd — the Government of India's flagship engineering consultancy — is a current advertiser on the mailer.*

## **Recruiting, or being recruited.**

The senior engineering, commercial, procurement and analyst talent of the Indian chemicals industry reads this mailer daily. Role announcements reach exactly the people who are qualified to move for them.

## Why we have this database – and nobody else does

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We are not a newsletter. We are the operational reference document of the Indian chemicals industry. For twenty years, our central editorial desk in New Delhi – fed by an all-India network of scouts, analysts, reporters and journalists – has compiled and distilled the trading floor's daily working data into a single morning mailer. The archive currently runs to 95,000+ dated bulletins. Every working morning we add another set, and we send it to every one of the 35,000+ subscribers before 9 AM IST.

Our subscribers are glued to the mailer not because of any one section, but because of the *combination* – because everything they need to start the working day sits inside a single document, and that document arrives, on time, every morning, for twenty years running. Inside any given morning's mailer:

- **Daily prices across 200+ products** – polyethylene, polypropylene, PVC, phenol, acetone, octanol, ethylene glycol, styrene, benzene, toluene, plasticizers, pigments, surfactants, fertilizer intermediates, rubber chemicals, specialty monomers, solvents. No other publisher in India comes close.
- **Daily forward-looking import matrices** – company-wise, quantity-wise, port-wise, vessel-wise cargoes arriving in India in the next 15 to 30 days. Month-old import data is easy to get; forthcoming shipment data is not, and this is where our subscribers get it.
- **Daily tender flow and contract-award intelligence** across the chemical, petrochemical, oil & gas, fertiliser and power sectors – fresh tenders, bid extensions, who won which contract, who bid for which contract – plus editorial insider tender analysis: bid-density signals, L1 undercut risks, EPC vendor ecosystem reads.
- **Daily Indian and global corporate news digests** – ticker-tagged earnings, board changes, capital actions, plant operations, M&A, regulatory disclosures, capacity expansions – across thirty to fifty named companies per day, India and worldwide.
- **Domestic and rest-of-world price commentary** – not just the numbers, but the why. What's driving the Ahmedabad upswing in elastomer polyether? What triggered the Mumbai polycarbonate jump? Daily, by product, with the price-action context built in. Separate dedicated coverage for China petrochemicals, Indian rubber and fibre, and Mumbai bulk chemicals.
- **"Chemicals needed"** – daily lists of buyer requirements, with the buyers identified by name. On a typical morning, eighteen named chemicals in bulk, with the buyer for each. *If you sell chemicals, your sales pipeline is in this section.*

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Procurement managers don't open the mailer to read prices. They open it because their next contract negotiation, their next tender bid, their next supply decision, their next earnings benchmark is somewhere inside it. Traders calibrate quotes against it. Analysts cite it. *Engineers India Ltd – India's benchmark name in EPC – is a current advertiser on the mailer, because this is where the procurement heads and engineers who specify EPC services actually start their day.*

# Five readers. Five different decisions. One mailer, every working morning.

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The 35,000+ professionals who open the mailer before 9 AM IST are not browsing. They are working. Each one comes for a different working purpose, and uses a different part of the editorial product to make a different commercial decision before 10 AM. This is what the morning routine actually looks like.

## **The procurement head** – *at a mid-sized paints company in Mumbai*

Opens at 8:42 AM. Scans the prices on phthalic anhydride, titanium dioxide, MEG and butyl acetate. Checks the forward-looking import matrix to see which producer's vessels are arriving at JNPT in the next ten days, and at what tonnage. Drafts the day's supplier call with hard numbers in hand – domestic spot, landed cost, contract benchmark – before 9:30. *Without the mailer, this call is made blind.*

## **The polymer trader** – *in Morbi, on a personal email ID*

Opens at 8:30 AM. Reads PVC, HDPE, LLDPE and PP prices across Chennai, Mumbai and Ahmedabad markets. Reads the China petrochemical section to gauge what the import parity will look like by lunchtime. Calibrates the day's bid-ask spread, sets opening quotes for the regional brokers who will start calling at 9:15. *The mailer is the difference between setting the market and chasing it.*

## **The plant engineer** – *at a refinery on the west coast*

Opens at 8:50 AM. Scans the tender flow and contract-award intelligence for new EPC packages relevant to his unit. Reads the insider tender analysis for bid-density signals on packages his vendors are competing for. Flags relevant tenders for his procurement team. *Without the mailer, those tenders surface a week late, after the bidding window has closed.*

## **The equity analyst** – *at a sell-side desk in Mumbai*

Opens at 9:05 AM. Pulls the daily Indian corporate news digest for ticker-tagged earnings, board changes, plant restarts and capacity announcements across the thirty companies in his coverage universe. Cross-references the global digest for stocks in his book (BASF, SABIC, Yara). Updates his model. Sends the morning note before market open. *The mailer is his coverage feed.*

## **The chemicals seller** – *at a specialty intermediates company*

Opens at 9:00 AM. Goes straight to *Chemicals needed*. Reads the day's eighteen named buyer requirements – who wants what, in what quantity, at what specification. Notes the three that match his portfolio, hands them to his BD team before the 10 AM huddle. *The mailer is his sales pipeline, delivered to his inbox before coffee.*

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Five readers. Five different working decisions. One mailer that none of them can start the working day without. Your advertisement, placed inside it, sits in the same window of attention as every one of those decisions – every working morning, before 9 AM IST.

# Ready to advertise?

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We book campaigns month by month. Ad slots are limited by editorial space and assigned on a first-confirmed basis. A short call is the quickest way to discuss slot availability, ad format, dimensions, and pricing for your campaign window.

## *What a one-month campaign looks like.*

Your brand placed in the daily mailer for 30 consecutive working mornings, in the inbox of 35,000+ chemicals and petrochemicals professionals across India – from Reliance, BPCL, IOCL, Tata Chemicals, BASF and Dow at one end of the audience, to polymer traders in Morbi and SME paint buyers in Mumbai at the other. Format, placement (top banner, mid-letter, footer) and creative dimensions can be tailored to your brief.

CALL

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EMAIL

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VISIT

indianpetrochem.com

OFFICE

Indian Petro Group · New Delhi

*The verification standard behind every audience claim in this document follows on the next page.*

## Built on a verified subscriber base – every domain DNS-resolved live.

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Every audience claim in this document is anchored to a continuously-maintained subscription database, built over twenty years of opt-in subscriber relationships. At any given moment our registered base contains 35,000+ active subscribers – each one having opted in for the daily editorial mailer, each one with a one-click unsubscribe available on every send, each one having chosen not to use it.

Of those 35,000+, the visible corporate portion – every subscriber registered at a company-owned email domain – currently resolves to **3,823 named organisations**. We have independently verified each of those 3,823 domains live via DNS resolution, with a current verification rate of 99.5%. The full A-to-Z directory of those organisations is a serious commercial asset; we share it with prospective advertisers in the course of an advertising conversation rather than publishing it openly.

What the directory does *not* contain is the larger and commercially more valuable half of the readership – the 30,000+ subscribers reaching the mailer through personal email addresses. They are the small traders, distributors, SME buyers and intermediaries who physically move the Indian chemicals trade and who do not appear in any corporate directory anywhere. Every advertisement in the daily mailer reaches all of them, every working morning, regardless of which corporate names appear on which list.

*To request the full A-to-Z directory:*

Write to **editorial@indianpetroplus.com** or call **+91 9810156957** with your name, your company, and a one-line note on what you are considering advertising. The complete A-to-Z directory of all 3,823 verified organisations will reach you by return email, together with a short note on which segments of our readership map most directly onto your campaign objective.

# The wider family of daily mailers — and what each one dominates.

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IndianPetrochem.com is one of four daily editorial mailers published by Indian Petro Group, each running on the same publishing infrastructure, the same all-India editorial network, and the same verification discipline. Together, the four mailers make Indian Petro Group the dominant specialist publisher in chemicals, oil & gas, fertilisers and power in India. Each mailer serves its own captive professional readership in its own vertical — and each one is the category leader in its segment.

## **IndianPetroPlus.com — Oil & gas**

The daily mailer of the Indian oil & gas trading floor, mailed to **30,000 readers** across **5,000+ companies**, five days a week, on a fifteen-year track record. Daily forward-looking import matrices for LNG, Crude, Chemicals, Fertilizers, LPG, Ammonia and Coal & Coke. Daily tender flow and contract-award intelligence across upstream, midstream and downstream. **1,000+ oil & gas projects** tracked from pre-feasibility to commissioning, with continuously updated milestone, RFQ and capital-approval dates. The editorial team breaks **100+ exclusive stories per week**, sourced from the Ministry of Petroleum, the Finance Ministry and the PMO. Recent archive headlines: “TAS India takes L1 as IOCL’s MPPL conversion project”; “MRPL’s DCU phase-III shutdown insulation award throws up a 7x-to-22x bid spread.”

## **IndianFertilizer.com — Fertilisers & agrochemicals**

The daily mailer of the Indian fertiliser and agrochemicals industry. Daily forward-looking import matrices for fertiliser feedstocks. Daily tender flow across urea, ammonia, DAP, NPK and phosphatic chains. Editorial commentary on named operators and named molecules — not generic agri-press: “Yara: There is a big turnaround”; “Deepak Fertilisers: The risk is no longer inside the plant”; “Ammonia: The weak link in the phosphatic chain is now visible”; “Coal gasification: Methane purity becomes the new battleground.” The same all-India editorial desk, the same captive-mailer mechanic, the same verification discipline — applied to the fertilisers and agrochemicals vertical, where Indian Petro Group is the dominant specialist publisher.

## **EnergyLineIndia.com — Power & energy**

The daily mailer of India’s power and energy sector. Daily coverage across thermal, hydro, renewables, T&D, storage and policy. Regional grid-operations updates from SRLDC and ERLDC with day-ahead forecast accuracy reports. Daily tender flow on transformers, BESS, solar EPC, transmission lines, switchyard packages. Original editorial scoops on structural market issues — not aggregation: “The hydro day-ahead market structurally strands zero-carbon peaking capacity”; “State generators exploit administrative classifications to mask permanent asset abandonment”; “Sub-scale bank guarantees allow developers to hoard critical energy storage capacity.” Independent intelligence on a sector where most coverage is press-release driven — again, with Indian Petro Group as the category leader.

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*For advertisers running campaigns across more than one of these verticals — chemicals, oil & gas, fertilisers, power — the same contact details apply, and the same editorial standards govern every placement.*