

What your supplier knows

You know what you pay. You do not know what everyone else pays.
Your supplier does.

For purchase heads and finance teams who want to know whether they are paying too much. You get what you paid set against the market, grade by grade and city by city, and the difference in rupees.

1 The asymmetry

Every negotiation in this industry is conducted between one party who can see both sides of the market and one who can see only his own invoices. The supplier knows what your competitor pays. You know what you paid last month. The gap between those two positions is not skill; it is information, and information can be bought.

7,601

grades assessed, so like is compared with like

200

locations — the same grade is a different price in Kandla and Kanpur

10 years

of daily record since 2016, long enough to separate a trend from a bad month

A benchmarking study closes it in the only way that survives a meeting: by putting what you paid alongside what the market paid, grade by grade, month by month, location by location — and stating the difference in rupees.

What a gap is not. A difference in price is not automatically an overpayment. It may be timing, grade mix, freight, credit terms, or volume. The study separates those causes, because a negotiation opened on the wrong one is lost before it starts.

Confidentiality, both ways. Your purchase data is used for your study only. It is not kept afterwards and never goes into our published prices. Other buyers' prices appear only as market ranges, never as named deals.

How the work runs

1	A first conversation	Which grades, which plants, which period, and what the answer has to support.
2	Your records	One export of your purchases for the grades under review.
3	The mapping	Your grade names matched to ours, line by line.
4	The comparison	Month by month and location by location, with the gap split into its causes.
5	The brief	A short brief your team can take into the negotiation.

Time Three to four weeks from the day your purchase data arrives.

2 How the comparison is made

Where your volumes are large enough to move a market, we say so — occasionally the conclusion is that you are the price, and the study becomes a different document. In every other case, the comparison rests on records we already keep for our daily work.

Your data	Purchase records — grade, quantity, date, location, price, terms. Usually one export from your own system. It does not leave our desk.
Our prices	The assessed price for the same grade, at the same location, on the same day. Daily prices since 2016 across 376 products, 7,601 grades and 200 locations, assessed and published by 6.30 pm every working day.
The cargoes	Where the material comes in by tanker or in bulk, our daily vessel line-ups show what your competitors are actually bringing in, cargo by cargo.
The suppliers	Key contacts at alternative suppliers, from our databases, so the brief can end in a phone call.
The mapping	Your grade names are matched to ours, which is the part that takes the time. A mismatch here makes every number afterwards wrong.

About the key contacts. They come from our project monitoring software: names, designations and phone numbers of the people who handle purchase at each facility, by sector, state and company, down to district and PIN code. For upcoming projects, the decision makers at the promoter company, the EPC contractor and the subcontractors who place many of the orders. The list is drawn up by our project monitoring team.

About the vessel line-ups. Every morning we publish the line-up of ships due at India's major ports, from Kandla, Mundra and Sikka on the west coast to Paradip, Dhamra and Haldia on the east. For each ship: cargo and quantity, load port, shipper and receiver, and expected arrival. They cover tanker and bulk cargoes; polymers come in containers and are not in them.

How we handle the work

- A named analyst on every study, from the same desk that assesses our daily prices
- Scope, time and fee agreed in writing before work starts
- Anything a source tells the price desk in confidence is not passed on to you

3 What lands on your desk

- Your purchases set against our market prices, grade by grade
- The difference by month and by location, in rupees and per cent
- Where the difference comes from: timing, grade mix, freight, credit terms or plain price
- Market ranges for similar volumes and credit terms, never named deals
- What your competitors are bringing in, cargo by cargo, where the material moves by tanker or in bulk
- Key contacts at alternative suppliers
- A short brief your team can use in the negotiation

What we need from you

Purchase records for the grades under review: date, grade, volume, price, location and credit terms.

How long it takes

Three to four weeks from the day your purchase data arrives.

How it starts

A conversation, usually twenty minutes, about what decision the work has to support.

Talk to the desk

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About the figures in this document. Coverage figures are our own: 376 products, 7,601 grades and 200 locations, assessed and published every working day by 6.30 pm since 2016. No market figure is quoted here that we did not assess ourselves. This document describes the position as at September 2026 and is written to inform a commercial decision; it is not legal, tax or customs advice.