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**B. N. MEHRA & CO.**  
QUALITY . SERVICE . RELIABILITY

# Business Profile

2014

# History

- ▶ B. N. Mehra & Co. was established in Delhi in 1930 by three brothers namely Mr. Bajj Nath Mehra, Mr. Amar Nath Mehra and Mr. Ram Nath Mehra. A beginning was made with the commencement of trade in paper and stationery goods. The venture was successful and an additional office was established in Bombay (now Mumbai). In a short span of time B. N. Mehra & Co. became one of the leading importers and suppliers of stationery goods in India. Thereafter, two manufacturing units were established, M/s. Mehra Leonardt Pvt. Ltd., to manufacture pen nibs under technical know-how from the United Kingdom and M/s. Hindustan Pencils Pvt. Ltd. to manufacture wooden pencils. While M/s. Mehra Leonardt Pvt. Ltd. is no longer operational, Hindustan Pencils is today the leader in pencil manufacturing in India.
- ▶ In 1973 the Delhi operations were taken over by Mr. Ram Nath Mehra, wherein trade in stationery goods was continued. Mr. Alok Berry (grandson of Mr. Ram Nath Mehra), after obtaining a First Class Bachelor of Arts Honours Degree in Economics from The University of Delhi, was inducted into the firm in 1989, wherein the activities were diversified to trading in Printing Inks and Fluorescent Pigments. Significant progress was made in the dyes and pigments business and pursuant to the liberalisation of the Indian economy; import of certain speciality colourants and performance enhancing additives was commenced. Subsequently, given the better prospects of the speciality colourants & additives business, the entire focus has been shifted to this segment.
- ▶ Since 1999, with the retirement of Mr. Ram Nath Mehra, Mr. Alok Berry has taken charge of the entire operations of B. N. Mehra & Co. in Delhi.
- ▶ Today, we are the frontrunners in India in the field of Luminescent Pigments, Solvent Dyestuffs and Optical Brightening Agents. We enjoy the support of several internationally distinguished principals. As of date the firm enjoys considerable amount of good will in the market.

# Business Focus

- » » > Import & Distribution of Speciality Colourants, High Performance Colourants & Performance Enhancing Additives
- > Target Market: Indian Sub-Continent

# Vision & Objectives




- To become the Leading Suppliers of Speciality Colourants & Performance Enhancing Additives in India.
- Ensuring Total Customer Satisfaction with supply of High & Consistent Quality Products on a Timely Basis and at a Fair Price.
- Developing Close Customer Relations achieved through providing Technical Assistance combined with Efficient Services.
- To forge Strategic Alliances with Reputed Overseas Principals manufacturing specialised products on the basis of mutual benefits.
- Inculcation of Modern Management Principles to Improve Efficiency, Reduce Operational Costs and ensure the Growth of the organization.

- ▶ Asahi Kasei Kogyo Co. Ltd., Japan
- ▶ Dane Color UK Ltd., UK
- ▶ DayGlo Color Corp., USA
- ▶ Matsui International, Japan
- ▶ Nemoto & Co. Ltd., Japan
- ▶ Viz Reflectives Ltd., UK

## Our world leading Principals

We also source and supply products  
from some of the reputed  
manufacturers in China

# Why Choose Us?

- ▶ Representing Global Leaders
  - ▶ Breakthrough Innovative Technologies
  - ▶ Ex-Stock Availability of Most Products
  - ▶ Application Guidelines & Technical Assistance
  - ▶ Health & Safety Certification
  - ▶ In Depth Product Knowledge to Serve the Coating, Ink, Paint, Polymer, Rubber & Cosmetic Industries
  - ▶ Over 2 decades of experience
- 

# Products



- Anti-Blocking Agents
- Daylight Fluorescent Pigments & Ink Bases
- FDA Certified Colourants
- Inorganic Pigments
- Light Diffusion Pigments
- Nucleating & Clarifying Agents
- Optical Brightening Agents
- Photochromic (Light Sensitive) Colourants
- Photoluminescent Pigments
- Matting, Texture & Antiscratch Agents
- Reflective Glass Beads
- Solvent Dyes
- Thermochromic (Heat Sensitive) Colourants
- UV Fluorescent Security Pigments



For more information, please visit our website >>>

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