

India

Underweight (no change)

Highlighted Companies

Clean Science and Technology REDUCE, TP Rs665, Rs1561 close

Clean Science's MEHQ business is under stress (spreads are at an eight-year low) and HALS margin is even lower. As a result, it is margin-dilutive, with the gross margin for non-captive HQ at 30%, compared to the overall gross margin of Vinati Organics at 50% and Clean Science's 66%. We have a REDUCE rating on Clean Science with a target price of Rs665.

Vinati Organics ADD, TP Rs2772, Rs1972 close

Butyl phenols, guaiacol and anisole will start contributing meaningfully from FY26F, driving a 20% revenue CAGR over FY24-27F. We believe that higher EPS growth, compared to the last three years (24% CAGR vs. -3% CAGR), deserves a 10% premium to the last five-year mean P/E. We upgrade the stock's rating to ADD with a 12-month target price of Rs2,772.

Summary Valuation Metrics

Mar24-A	Mar25-F	Mar26-F
68.01	61.78	63.37
63.2	46.92	38.86
Mar24-A	Mar25-F	Mar26-F
14.4	11.94	10.24
8.26	7.3	6.38
Mar24-A	Mar25-F	Mar26-F
0%	0%	0%
0.36%	0.49%	0.59%
	68.01 63.2 Mar24-A 14.4 8.26 Mar24-A 0%	68.01 61.78 63.2 46.92 Mar24-A Mar25-F 14.4 11.94 8.26 7.3 Mar24-A Mar25-F 0% 0%

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Chemicals - Overall

US AD on vanillin will lead to lower MEHQ

- Anisole-based MEHQ margin will remain under pressure going ahead while HQ-based producers will have an upper hand.
- The probable AD on vanillin in the US to make Camlin Fine (UNRATED) much more cost-competitive in the MEHQ market – a negative for Clean Science.
- Vinati Organics is unlikely to achieve MEHQ EBITDA margin of 20%. MEHQ margin to be below 10%, but it will be compensated by ATBS & other products.

US anti-dumping duty on vanillin will lead to lower prices of MEHQ

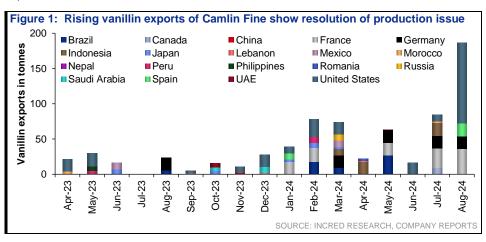
Vinati Organics and Clean Science and Technology (Clean Science) face a challenging path in the MEHQ market. While MEHQ can be manufactured relatively easily, making it profitable requires backward integration into HQ production. Clean Science uses the anisole method to produce MEHQ, but it has remained profitable primarily because its close competitor, Camlin Fine Sciences (Camline Fine), has struggled with HQ production. Please note that the HQ production process yields catechol and HQ in a 60:40 ratio. There is a global oversupply of catechol, around 15kt, which causes non-vanillin catechol prices to fall below raw material costs, diminishing their competitive power in MEHQ. As Camlin Fine starts producing vanillin and the US imposes anti-dumping duty on Chinese vanillin, the company will recover its full cost of catechol and make an impressive margin on vanillin. This will intensify competition in India's MEHQ market. Prices are already low, and Clean Science's MEHQ spreads are at an eight-year low, with a further decline likely.

Post-AD vanillin seen at US\$12-13/kg, rendering China uncompetitive

The US is one the biggest vanillin markets and if indications come out to be true, then Chinese vanillin will attract a higher anti-dumping duty, which will make it very costly. At the same time, as Indian vanillin output ramps up, global oversupply of catechol will come down, thus raising its prices. Solvay, and a few others, who have the filed the anti-dumping petition, can make money only at a price of US\$15/kg or more and hence, it's possible that the anti-dumping duty or AD on Chinese vanillin will be higher than 100%. Assuming the price settles somewhere around US\$12-13/kg (currently at US\$9/kg vs. US\$15-16/kg before the Chinese dumping), China will have to supply vanillin at US\$5-6/kg to remain competitive. At that price, it will be impossible to cover even the raw material cost.

Clean Science to be a major loser; Vinati may not make big margins

The AD on vanillin in the US and the start of vanillin production by Camlin Fine will ease cost pressure on MEHQ, further intensifying competition in an already oversupplied market. The entry of a new player, Vinati Organics, is not good news either. We believe Vinati Organics' estimate of 20% margin on MEHQ is overly optimistic, and it is more likely to achieve single-digit EBITDA margin in MEHQ. However, this will be more than compensated by rising ATBS margin. Overall, Vinati Organics is likely to post a 27% EBITDA margin, but consensus estimates for Clean Science are likely to face a rude awakening. Clean Science may still report an EPS of Rs6-7 in 2QFY25F, but things are expected to decline from 3QFY25F.





US AD on vanillin will lead to lower MEHQ

Vinati Organics and Clean Science face a challenging path in the MEHQ market. While MEHQ can be manufactured relatively easily, making it profitable requires backward integration into HQ production. Clean Science uses the anisole method to produce MEHQ, but it has remained profitable primarily because its close competitor, Camlin Fine, has struggled with HQ production. Please note that HQ production process yields catechol and HQ in a 60:40 ratio. There is a global oversupply of catechol, around 15kt, which causes non-vanillin catechol prices to fall below raw material costs, diminishing their competitive power in MEHQ. As Camlin Fine starts producing vanillin and the US imposes anti-dumping duty on Chinese vanillin, the company will recover the full cost of catechol and make an impressive margin on vanillin. This will intensify competition in India's MEHQ market. Prices are already low, and Clean Science's MEHQ spreads are at an eight-year low, with a further decline likely in the coming quarters.

MEHQ is under pressure

The ramp-up of vanillin capacity by Camlin Fine is reducing its dependency on MEHQ. Simultaneously, Vinati Organics' MEHQ capacity has come online. Together, these developments are contributing to increased competition in the market.

MEHQ has limited usage ➤

MEHQ, or methoxy hydroquinone, is commonly used as an inhibitor in the polymerization of monomers such as styrene, vinyl acetate, and other unsaturated compounds. Its main purpose is to prevent premature polymerization during storage, handling, or processing of these monomers. This is especially important for industrial processes where uncontrolled polymerization can lead to hazards and material waste.

Key uses of MEHQ:

- Polymerization Inhibitor: MEHQ is often used in small amounts (typically 200-1,000ppm) to stabilize monomers like styrene and butadiene during storage and transport.
- 2. Antioxidant: It is also used as an antioxidant in various formulations to prevent oxidative degradation.
- 3. Stabilizing Agent: MEHQ helps in stabilizing resins and adhesives by inhibiting polymerization until required.
- Cosmetic Applications: It has limited uses in some cosmetic products as a stabilizer or antioxidant

Global market of MEHQ is limited at 14-15kt ➤

Given its limited usage, the growth in MEHQ market is constrained, and we currently estimate the market size to be around 14-15kt. Many producers use this chemical for their captive consumption, but a few players like Clean Science (REDUCE) sell it in the open market.



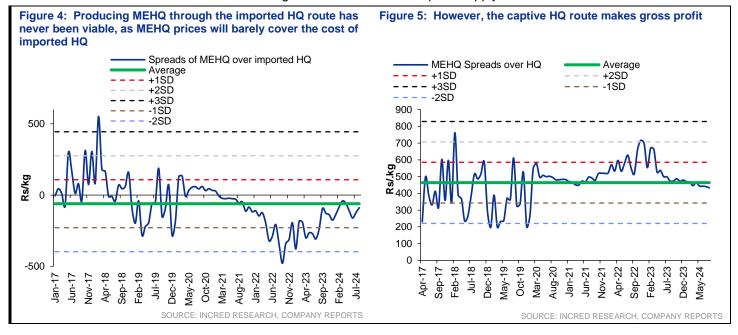
There are two way to produce MEHQ: 1) HQ route, and 2) anisole route ➤

MEHQ can be produced through two routes.

Figure 2: The HQ production route requires HQ, methanol, para Figure 3: The anisole route is a two-step process benzoquinone and resin catalyst Hydroquinone Output 181.81 4-Methoxy **MEHQ** 0.726 kg Phenol (MeHQ) Methanol (Fresh) 0.346 Guaiacol 0.31 kg Methanol (Recovered) 2.440 Anisole 0.099 kg p-Benzoquinone 0.100Input 0.95 Anisole Resin Catalyst 0.001 kg Hydrogen Peroxide 8.0 kq Catalyst 0.1 kq Acetone kg Output 1.00 Anisole Anisole kg Input Phenol 1.00 kg Methanol 0.34 kg SOURCE: INCRED RESEARCH, COMPANY REPORTS SOURCE: INCRED RESEARCH, COMPANY REPORTS

Captive HQ is the only sustainable way to produce MEHQ under the HQ route ➤

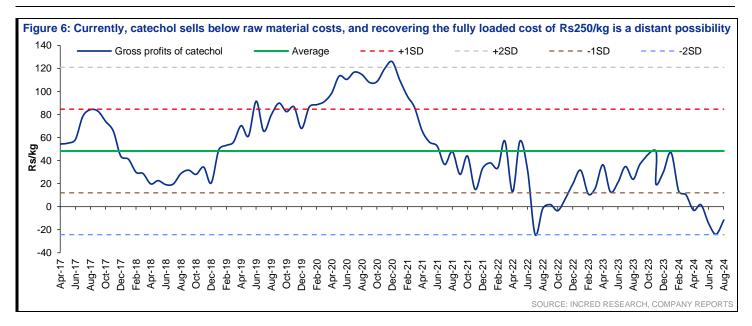
Producing MEHQ using imported HQ is simply not viable, as MEHQ prices won't even cover the cost of imported HQ. The only sustainable way to produce MEHQ through the HQ route is via captive supply.



The only problem in captive HQ is production of catechol which sells at below its raw material price ➤

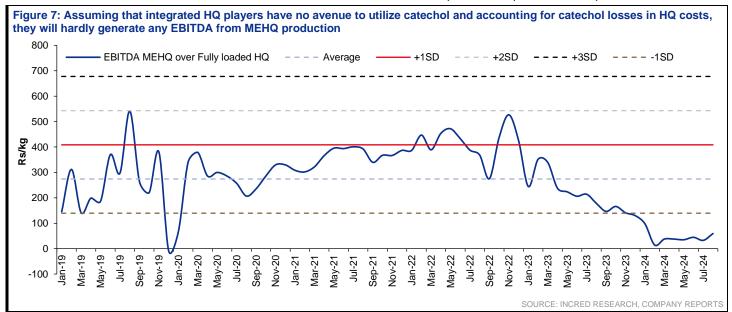
During the production of HQ, 1t of HQ is generated along with 1.5t of catechol. Globally, catechol is oversupplied by 15-20kt and has limited usage apart from vanillin production. This is why it sells below raw material costs and significantly below the fully loaded cost of US\$3/kg.





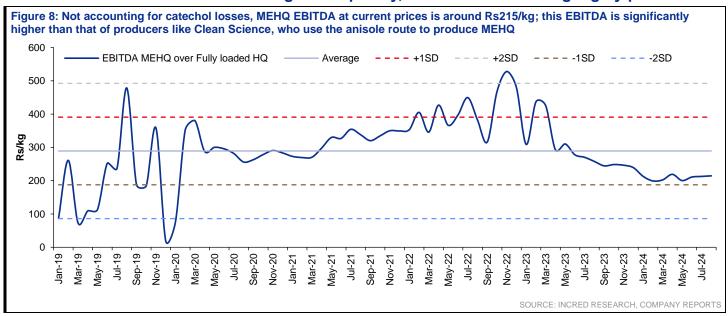
On a fully loaded cost basis (i.e., adjusted for losses in catechol), MEHQ producers will be barely EBITDA positive>

The production of diphenol (40% hydroquinone + 60% catechol) is a highly energy-intensive process. To produce 10,000tpa of diphenol, approximately 500,000 Kcal/hr of energy is required. This energy is typically supplied by burning coal and heating the thermic fluid. The production is a continuous process, and the temperature needs to be maintained above 220°C. Any drop in temperature below 220°C is disastrous for the production process, as diphenol solidifies.

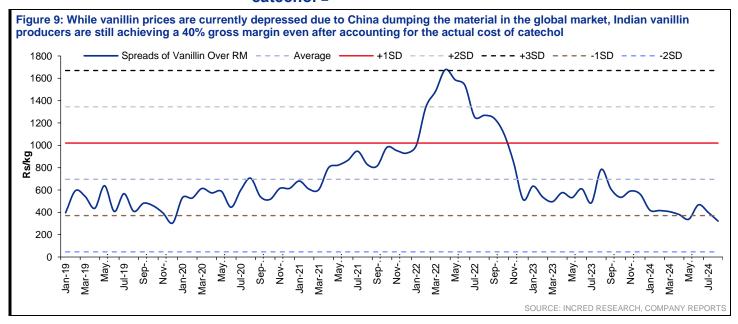




However, if they start producing vanillin then the scenario changes completely, with MEHQ becoming highly profitable ▶



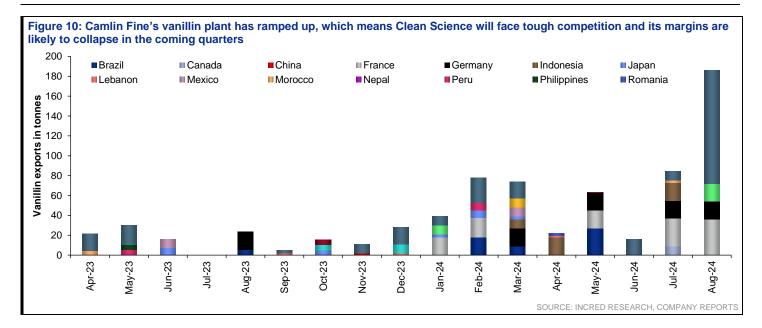
At the same time, even at depressed prices, vanillin spreads remain high when accounting for the fully loaded cost of catechol >



Full ramp-up of vanillin plant will mean catechol losses need not be recovered from MEHQ sales and competition intensifies in an oversupplied Indian MEHQ market▶

Indian company Camlin Fine (UNRATED) has begun vanillin production, and exports have ramped up, indicating that its initial teething problems are a thing of the past. Camlin Fine has also started exporting vanillin, which is why its MEHQ spreads at current prices (on a fully loaded cost basis) are at Rs215/kg, compared to Clean Science's Rs100/kg and Vinati Organics' losses on MEHQ.





MEHQ market is oversupplied and we have one new player Vinati Organics

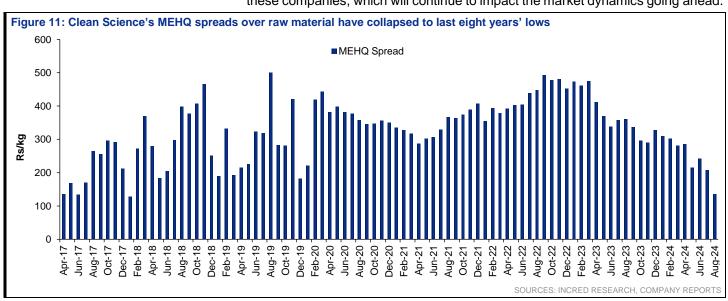
It seems the competitive dynamics in the Indian market for specialty chemicals, particularly about Clean Science and its competitors, have shifted significantly. Clean Science had an advantageous position due to the factors such as:

Camlin Fine's struggles: The company was facing elevated costs due to catechol price pressure, which affected its profitability. Catechol is a key raw material for vanillin production, and any inefficiency or cost surge can severely impact the margin.

Vinati Organics' initial phase: Earlier this year, Vinati Organics was relatively new in this sector and had not ramped up its production fully, and thus Clean Science faced limited competition in the segments like MEHQ (monomethyl ether hydroquinone) and vanillin.

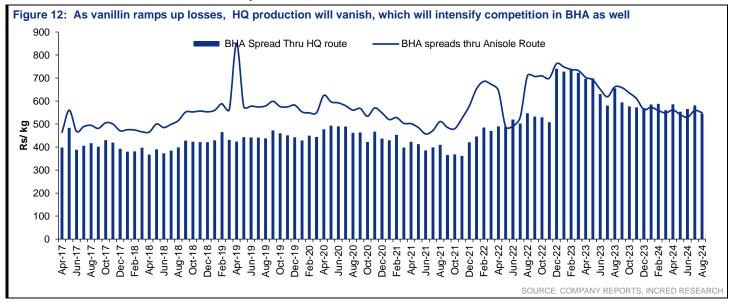
However, with Vinati Organics' production facility now operational, the market has witnessed more supply, and this has likely led to declining spreads for MEHQ. At the same time, vanillin exports have stabilized, indicating that the supply-demand balance in that market may have also returned to a more sustainable level.

As a result, the monopoly that Clean Science enjoyed has eroded, leading to falling spreads for some of its key products like MEHQ. The competitive pressure from Vinati Organics, coupled with recovery at Camlin Fine, is driving this shift. We can expect further capacity ramp-ups or cost management strategies from these companies, which will continue to impact the market dynamics going ahead.





The impact of falling MEHQ prices will be felt in the BHA market as well; please note that Clean Science uses MEHQ to produce BHA, while HQ-based producers do not use MEHQ in BHA production ▶



The impact of the US AD on vanillin will just intensify problems for Clean Science

- Vanillin is produced using catechol, an isomer of hydroquinone, which
 naturally occurs as a byproduct along with HQ during the diphenol
 manufacturing process. The price of catechol is so low that it doesn't even
 cover raw material costs. Therefore, HQ producers can only achieve
 profitability if they start manufacturing and sale of vanillin.
- 2. China is one of the largest producers of vanillin and exports approximately 3,000t of vanillin to the US, contributing to the decline in prices in the US market. As a result, the US has initiated an anti-dumping (AD) investigation into vanillin exports from China, led by the International Trade Commission (ITC). A complaint regarding this issue was filed by Solvay, and the ITC has accepted the case. Please see https://www.trade.gov/initiation-ad-and-cvd-investigations-vanillin-china
- Unlike in India, anti-dumping cases in the US are resolved in a time-bound manner. Once the ITC endorses the case, it is highly likely that the Department of Commerce will impose anti-dumping duty. If the duty is imposed, it will be beneficial for Indian vanillin producers.
- 4. The competitive dynamics of India's MEHQ market are intense. It now seems very unlikely that players will maintain discipline. Therefore, if Camlin Fine starts making significant money in vanillin, it's almost certain that MEHQ prices will collapse further.

Vanillin is produced using catechol, an isomer of hydroquinone, which naturally occurs as a byproduct along with HQ during the diphenol manufacturing process ▶

Vanillin can be synthesized from catechol (a dihydroxy benzene) through a multistep chemical process. Here is an outline of the method:

Methylation of Catechol: Catechol is first methylated to form guaiacol. This involves the reaction of catechol with a methylating agent like dimethyl sulphate or methyl iodide, leading to the formation of guaiacol (o-methoxyphenol).

Catechol+CH3X→Guaiacol where CH3XCH is a methylating agent such as dimethyl sulphate.



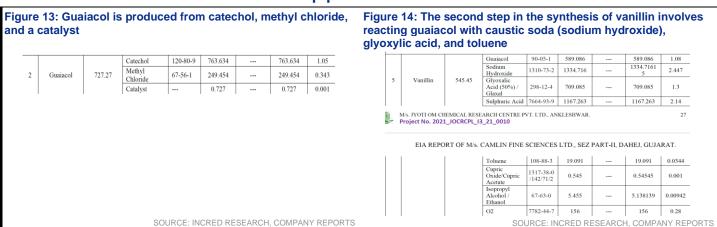
Formylation of Guaiacol: Guaiacol is then subjected to a formylation reaction, like glyoxalic acid and a base, to introduce a formyl group (-CHO) into the aromatic ring at the para position relative to the methoxy group. This leads to the formation of vanillin.

Guaiacol+CH2O→vanillin

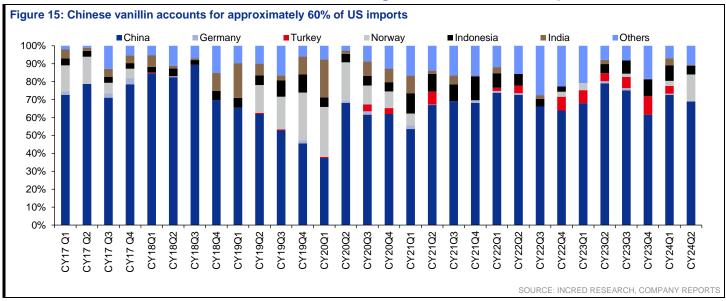
This step can be carried out using a process such as the Reimer-Tiemann reaction or a related formylation process.

Purification: Once vanillin is synthesized, it is purified using techniques like crystallization or distillation to obtain the final product. This process transforms catechol into vanillin through intermediate steps of methylation and formylation.

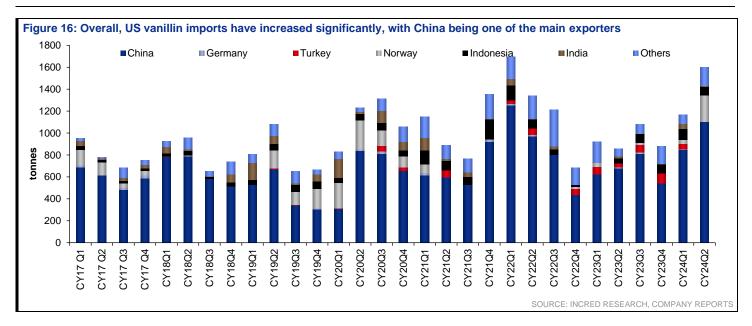
Catechol, guaiacol, caustic soda, glyoxalic acid, H2SO4, toluene and iso propyl alcohol are used to produce vanillin in a two-step process ➤



The US is one of the largest importers of vanillin, with Chinese vanillin accounting for 60% of its total imports ➤







As a result, the US has initiated an anti-dumping (AD) investigation into vanillin exports from China, led by the International Trade Commission (ITC) ➤

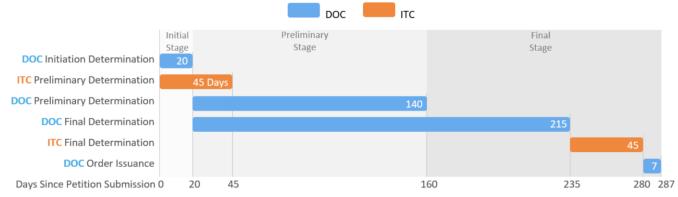
Please see the link https://www.trade.gov/initiation-ad-and-cvd-investigations-vanillin-china. The US International Trade Commission has found a prima facie case of dumping of vanillin by Chinese producers in the US. Please see the link https://www.usitc.gov/publications/701_731/pub5527.pdf

Unlike India, the US decides CVD (countervailing duty) and AD decision in a time-bound manner ➤

Figure 17: While the Department of Commerce (DOC) will make the final decision on imposing anti-dumping duty, the DOC and the International Trade Commission (ITC) work very closely; it is highly unlikely that the DOC would not approve the decision once the ITC has made its determination; notably, the ITC has already concluded that there is a case of vanillin dumping in the US

Permalink

Statutory Time Frame for Antidumping Duty Investigations



*The DOC determination dates may be extended under certain circumstances. Note that if at any point a DOC or ITC determination (excluding the DOC Preliminary Determination) is negative, the investigation will terminate. When the DOC and ITC's final determinations are affirmative, the DOC will issue an AD order within approximately seven days after the ITC's final determination.

SOURCE: INCRED RESEARCH, COMPANY REPORTS

Imposition of AD on Chinese vanillin will open the market for Indian producers ➤

The imposition of anti-dumping duty on Chinese vanillin will open the market for Indian producers. Additionally, the imposition of countervailing duties will be a





positive development for Indian vanillin manufacturers. Camlin Fine (UNRATED) is one such producers of vanillin.

Indian producers will gain volume at a slightly higher realization as catechol prices rise, while Chinese companies will struggle to cover even raw material costs at US prices of US\$12-13/kg ➤

- The US is one the biggest vanillin markets and if indications come out to be true, then Chinese vanillin will attract high anti-dumping duty, which will make it very costly.
- 2. At the same time, as Indian vanillin production ramps up, global oversupply of catechol will come down, thus raising its prices.
- 3. Solvay, and a few others, who have the filed the anti-dumping petition can make money only at a price of US\$15/kg or more and hence, it's possible that AD on Chinese vanillin will be higher than 100%.
- 4. Assuming the price settles somewhere around US\$12-13/kg (currently at US\$9/kg vs. US\$15-16/kg before Chinese dumping), China will have to supply vanillin at US\$5-6/kg to remain competitive. As global catechol prices rise, it will become impossible for China to cover even the base raw material costs at US\$5-6/kg.

Higher vanillin spreads are even more negative for MEHQ ➤

The competitive dynamics of India's MEHQ market are intense. It now seems very unlikely that players will maintain discipline. Therefore, if Camlin Fine starts making significant money in vanillin, it's almost certain that MEHQ prices will collapse further.



Chemicals | India Chemicals - Overall | September 19, 2024

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Stock Ratings	Definition:
Add	The stock's total return is expected to exceed 10% over the next 12 months.
Hold	The stock's total return is expected to be between 0% and positive 10% over the next 12 months.
Reduce	The stock's total return is expected to fall below 0% or more over the next 12 months.
	eturn of a stock is defined as the sum of the: (i) percentage difference between the target price and the current price and (ii) the forward net e stock. Stock price targets have an investment horizon of 12 months.
Sector Ratings	Definition:
Overweight	An Overweight rating means stocks in the sector have, on a market cap-weighted basis, a positive absolute recommendation.
Neutral	A Neutral rating means stocks in the sector have, on a market cap-weighted basis, a neutral absolute recommendation.
Underweight	An Underweight rating means stocks in the sector have, on a market cap-weighted basis, a negative absolute recommendation.
Country Ratings	Definition:
Overweight	An Overweight rating means investors should be positioned with an above-market weight in this country relative to benchmark.
Neutral	A Neutral rating means investors should be positioned with a neutral weight in this country relative to benchmark.
Underweight	An Underweight rating means investors should be positioned with a below-market weight in this country relative to benchmark.