

Salt Partners

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Salt Partners appoint Parthiv L. Desai their sole representative in India

In an effort to strengthen their position in the Indian salt technology market, Salt Partners appointed Mr. Parthiv Laxmansinhji Desai their sole representative in India.

Mr. Parthiv L. Desai firmly believes that the Indian salt industry is in urgent need of the technologies offered by Salt Partners. Indian traditional solar saltworks need to be modernised, salt quality should be improved to reach international standards and the rapidly growing market for pure vacuum salt requires additional evaporation capacity. Mr. Parthiv L. Desai is keen to contribute to the Salt Partners marketing activities in India with his profound knowledge of the Indian salt market and his wide network of personal contacts.

Mr. Parthiv L. Desai is highly qualified to take on this challenge. He and his family have been closely associated with the Indian salt industry. He is the grandson of the last erstwhile ruler of Patri State. The rulers of Patri State manufactured inland salt in Kharaghoda for generations. The family is one of the few today who own private lands for inland salt manufacture.

Mr. Parthiv L. Desai started industrial salt trading in 1982. He sourced the salt from Gujarat and supplied it to chloralkali manufacturers in Western and Southern India. In 1995, the Desai family established new saltworks in Gandhar in South Gujarat to keep up with the growing demand for high quality industrial salt. Mr. Parthiv L. Desai is a member of ISMA, the Indian Salt Manufacturers' Association. His father, Mr. Laxmansinhji P. Desai MSc, was ISMA president between the years 2001 – 2003. Mr. Parthiv L. Desai is a co-founder and co-editor of Salt Matters, the ISMA monthly magazine. He devotes much of his honorary time to ISMA affairs. He has been deepening his salt knowledge at courses conducted by the Central Training Institute in Pune for Salt Commission officials and selected salt manufacturers.

Mr. Parthiv L. Desai holds BSc degree in statistics and economics. In his work he is assisted by his wife, Mrs. Rohini P. Desai as an Assistant Representative. Mrs. Desai holds a BA degree in economics, MBA in marketing and LLB. Her family owns private salt lands at Basheen. The couple are voracious readers, partner each other at bridge and are fond of music. The Desai family is well placed socially. Among other they are members of



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the Bombay Gymkhana. They have two children, the son studying at the Indian Institute of Technology in Kanpur and the daughter at the H. R. College in Mumbai.

Salt Partners are an independent firm of salt consultants, chemical engineers and contractors, active in the field of salt and chloralkali production, processing and hypersaline biotechnology. Salt Partners' worldwide reputation is based on more than 30 years of experience gained in salt and

chloralkali projects implemented on all continents.

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