

News Release

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BASF launches its first Creation Center in India, to help customers turn creative ideas into solutions

- **From inspiration to solution in one place: BASF Creation Center will empower customers in India**
- **Collaboration space offers cutting-edge resources including materials, advanced digital tools for simulation and prototyping, and consultancy**

Mumbai, India – May 28, 2019 – BASF today launched a new Creation Center in Mumbai, India. Located at the state-of-the-art Innovation Campus in Navi Mumbai, the Creation Center will bring customers and BASF’s experts together to transform conceptual ideas into creative solutions.

At the Creation Centers, equipped with world-class workshop facilities and interactive material showcases, BASF will provide resources to discover, understand and create new and improved products and solutions with BASF materials. Customers will be able to explore materials, use interactive digital tools, and participate in ideation and material consultancy workshops. They will also have access to trend reports, material demonstrators and design events. Together with BASF experts, they can seamlessly collaborate from design development to advanced simulations through computer-aided engineering through to advanced prototyping – all in one place.

“We aim to help brands, companies and manufacturers discover new possibilities through hands-on exploration in an inspiring environment,” said Andy Postlethwaite, Senior Vice President, Performance Materials Asia Pacific, BASF. “We will offer a

wide range of resources in unique collaborative spaces, to empower designers, engineers and developers to create new products using BASF's innovative material solutions, and support the emerging design requirements of the market.”

“Designers not only give a product its shape, surface, color, haptics and ergonomics, they also decide on the materials to be used at an early stage of product development. With the Creation Center, we empower designers, engineers and developers to explore the full potential of BASF's high-performance materials, inspiring them to create the products of the future,” said Alexandre Dreyer, Leader Creation Center, Asia Pacific, BASF.

Krishnamohan Narayan, Managing Director, BASF India Limited and Head, South Asia, said, “Increasing consumer demand in the automotive, footwear, furniture and consumer durables industries triggers immense opportunities for innovation. The Creation Center will be a great platform to explore new ideas and future trends together with designers, engineers, developers and customers, thereby developing innovative solutions to meet the growing market needs. Further, our global network of Creation Centers at Shanghai, Tokyo and Germany will enable customers to access world-class technologies that promote better collaboration for mutual success.”

The automotive^[1] market in India is the fourth largest globally. In the consumer durables segment, India is one of the fastest growing markets in the world, driven by increased purchasing power. India is also the second largest consumer market for footwear^[2] and the fourth largest in the furniture^[3] segment.

BASF is launching Creation Centers at key sites worldwide: Tokyo, Japan; Shanghai, China and Ludwigshafen, Germany.

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About BASF's Performance Materials division

BASF's Performance Materials division encompasses the entire materials knowhow of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with a deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2018, the Performance Materials division achieved global sales of €7.65 bn. More

information online: www.plastics.basf.com

About BASF in India

BASF has successfully partnered India's progress for more than 125 years, with BASF India Limited celebrating 75 years of incorporation in 2019. As of the end of 2018, BASF had 2,757 employees in India at 12 production sites and at 21 offices throughout the country. The Innovation Campus Mumbai and the Technical Support Center in Mangalore are both part of BASF's global technology platform. In 2018, BASF registered sales of approximately €1.4 billion to customers in India. Further information is available on the Internet at www.basf.com/in.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 122,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of around €63 billion in 2018. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.

Sources:

[1] <https://www.ibef.org/industry/india-automobiles.aspx>

[2] <https://www.ibef.org/industry/indian-consumer-market.aspx>

[3] <https://www.worldfurnitureonline.com/research-market/india-furniture-outlook-0058506.html>