

# **SUMMER INTERNSHIP PROJECT**

## **“Study of Inox Air Products & It’s Services”**

Submitted to:  
**DMSR**

**G.S. College of Commerce & Economics, Nagpur**  
**(An Autonomous Institution)**

Affiliated To:  
**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

Submitted by:  
**Mr. Prashik Mahendrakumar Gondane**

Company Guide:  
**Mr. Nikhil Chandrasen Gondane**

Faculty Guide:  
**Dr. Archana Dadhe**

**Department of Management Sciences and Research,**  
**G.S. College of Commerce & Economics, Nagpur**  
**NAAC Accredited “A” Grade Institution**



**Academic Year 2022-23**



## CERTIFICATE

This is to certify that the investigation described in this report titled “**Inox Air Products**” has been carried out by **Mr. Prashik Mahendrakumar Gondane** during the summer internship project. The study was done in the organization, **Inox Air Products**, in partial fulfillment of the requirement for the degree of **Master of Business Administration** of G.S. College of Commerce & Economics (An Autonomous Institution) affiliated to R.T.M.N.U Nagpur. This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

**Dr. Archana Dadhe**

**(Faculty Guide)**

**Dr. Sonali Gadekar**

**(MBA Co Ordinator)**

## CERTIFICATE



INOX Air Products Pvt. Ltd.

An affiliate of Air Products & Chemicals, Inc., USA  
CIN : U24999MH1963PTC012625  
PAN: AAACI5669D

Date: 30 October 2022

### TO WHOM IT MAY CONCERN

This is to certify that **Mr. Prashik Mahendrakumar Gondane**, student of **Master of business Administration (MBA) of G.S. College of Commerce & Economics, Nagpur** has successfully completed a summer internship in the field of **Marketing from 15 September 2022 to 30 October 2022** under the guidance of **Mr. Nikhil Chandrasen Gondane**

During the period of his internship program with us he had been exposed to different process was found punctual, hardworking and inquisitive.

We wish him every success in his life and career.

For Innox Air Product Private Limited

A handwritten signature in blue ink, appearing to read 'Gondane', is written over a horizontal line.

Authorised signatory

## ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in **“Inox Air Products”** and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **“Mr. Nikhil Chandrasen Gondane”** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor **“Dr. Archana Dadhe”** for helping me during the project. I am thankful to the Principal of G.S. college of Commerce & Economics, Nagpur **“Dr. Swati S. Kathaley”** & to the Dean of DMSR **“Mr. Anand Kale”**

Finally, I am grateful to my family and friends for their unending support.

**Prashik Mahendrakumar Gondane**

## INDEX

<b>Sr. No</b>	<b>Particulars</b>	<b>Page No.</b>
1	Introduction	06-12
2	Company profile	13-18
3	Terminologies	18-20
4	Objectives of study	21-22
5	Scope of study	23-24
6	Need of study	25-27
7	Contribution during SIP	28-30
8	Limitations	31-32
9	Research methodology	33-35
10	Data Analysis	36-37
11	Findings	38-39
12	Conclusion	40-41
13	Suggestion	42-43
14	Bibliography	44-45



OFFICIAL SPONSOR OF THE INDIAN OLYMPIC TEAM



## INTRODUCTION

INOX Air Products is the leading manufacturer of Industrial & Medical Gases in India. The company has 45 operating locations and offers a unique portfolio of gases, equipment and services through a massive manufacturing capacity in excess of 3150 TPD of liquid gases. With our extensive network of operations, and a vastly diverse client ecosystem, INOX Air Products empowers more than 1800 small, medium and large manufacturing organizations across dozens of sectors, enabling and empowering them on their way to achieve their vision.

In 1963 the Jain Family established Industrial Oxygen Company Private Limited in Maharashtra. The Company aimed to augment and capitalize upon the rapid industrialization taking place in the country. In 1999, the company formed a Joint Venture with Air Products & Chemicals Inc. USA, giving birth to INOX Air Products. The venture remains till date, one of the longest Indo-American partnerships in the manufacturing sector.

In our glorious journey of more than half a century, we have made massive strides on all the metrics of its business operations, by our sheer reliance on our virtues of customer-centricity, transparency and delivering value through quality. We take pride in our 1250 strong workforce, working tirelessly across the country, unleashing the virtues of integrity and innovativeness, well complemented by their ready-to-serve spirit.

We offer our deepest gratitude to all stakeholders including our Front line Doctors, Nurses, Paramedics, Government Agencies, our Armed Forces for their selfless service to the nation during the entire pandemic. INOX Air Products has also prioritized to take every possible care of wellbeing for its employees, communities and society at large. At the time when the entire nation is impacted by the second wave, we all are facing a severe test. India has demonstrated a strong economic resilience despite being hit severely by the pandemic.

Supporting the Nation's economic growth journey in core sectors like Manufacturing and Infrastructure, INOX Air Products has laid out massive expansion plans to build new Air Separation plants across the country. It is our early moves in the Industry that has kept us ahead. This expansion will strengthen and promote inclusive growth in the existing and upcoming industrial corridors across the country.

We are well-positioned to support our strategic intent of investing ahead of time, aligned with our goal of excellence in customer service. We are confident of achieving our objectives with cautious optimism and full solidarity.

## **Understanding, integrity, and passion**

Words that describe how our people work—the qualities that differentiate us. At INOX Air Products, we develop lasting relationships with our customers and communities based on human qualities: an understanding of their needs, integrity in the way we do business and a passion for exceeding expectations.

## **Relationships built on understanding**

Relationships are the foundation on which we've built our company. They are rooted in understanding the needs and interests of the people who depend on us, Customers, Investors, or Neighbors. With safety, speed, and simplicity, we work together as a team to provide excellent service to our customers. With self-confidence, we gain understanding through dialogue for mutual benefit.

## **How does a corporation achieve extraordinary results?**

We believe the commitment and motivation of our employees are key to attaining our overall goal as a company. We simplify work processes and decision-making. We act with speed and respond quickly to our customers' needs. With self-confidence, we succeed as individuals and as a team.

## **More than just a business**

INOX Air Products is India's leading Industrial Gases company. We provide atmospheric and processed gases to the end markets, including metals, glass, chemicals, tires, healthcare, electronics, and food and beverage for customers across India.

## **We can be the best and brightest**

We seek talented people with the right attitude, add skills along the way, and grow together in a culture of inclusion and respect for every individual in the company. We offer our people work to challenge them, development opportunities and resources to support them, earnings to reward their efforts, and room to spread their wings. And above all, we want to make sure our people are as safe and sound when they return home as they are when they arrive for work.

We are a leader in safety and the environment, in sustainability and community action, in ethical behavior and corporate governance. Doing business with integrity and giving every job our best effort is our way of life. This has gained us the respect of our customers, suppliers, investors, those in the communities where we operate, and our own people as well.

We're focused on performing in a way that creates value, not scale . . . industry-leading performance, not short-term results. That's how we've always done it. Listening, understanding, delivering for our stakeholders—that's the INOX Air Products way.

INOX Air Products has also always assigned priority to India's all-round progress. We are honored and



privileged to be able to support India's Olympic dream through this prestigious association with the Indian Olympic Association. When it is about Olympics, there is a tremendous sense of pride, which gets awakened in the hearts and minds of every Indian.

INOX Air Products' higher purpose is to bring people together to collaborate and innovate solutions to the most significant energy and environmental sustainability challenges. We live our purpose through our business strategy and our efforts to protect the environment and care for our stakeholders, in a safe manner.

Sustainability is well-knit into our business strategy. This strategy is evidenced by the products, technologies, and services we offer, and the projects we carry out. Our offerings and expertise help our customers experience higher productivity, better quality products, reduced energy use, and lower emissions. We believe that solving sustainability challenges is good business and the right thing to do.

Company is committed to ensure that its business airs are always conducted in a fair and transparent manner by adopting the highest professional, ethical and legal standards which prevail from time to time in the industrial sector. All employee are expected to strictly adhere to this code of conduct. Our Code of Conduct gets reflected in our good Corporate Governance, Employment Terms and Conditions, Whistle blower Policy, Rules and regulations pertaining to Discipline, Other Policy Guidelines, Procedures and Standards.

The standard set out in our Code of Conduct determine how company will maintain its relations with customers, suppliers, other businesses and the environment. All employees shall ensure to be aware of the Code of Conduct, all policies and procedures applicable to the company and abide by them to the fullest extent, as a part of employment conditions. However, in case if the local law in the Country or State at any point in time is stricter than the rules of this code, follow such local law and seek guidance from the management.

## **Our Value Enablers**

INOX Air Products has 6 decades of experience in the gases market in India. It is the largest Industrial & Medical Gases company in India, based on any metric, with strong financials to support a long-term vision of growth. With a strategic intent of investing ahead of time, we have aligned our values which enable us to achieve excellence in customer service.



## Wide and Ever-growing Geographic Presence

With an aim to serve our customers well, we are present in 17 states and have 45 operating locations, which is highest in the Industry. Our geographical diversification strategy enables us to effectively manage our costs and logistics, which further helps in increasing our reliability as a utility supplier of having multiple supply points.

With an intent of moving closer to Customers, our expansion plans are strategically designed in the proximity of high demand growth areas which will strengthen and promote inclusive & sustained growth in the existing and upcoming industrial corridors across the country. The Company's expansion plans are backed by a robust intent and a will to augment the growth of manufacturing, infrastructure and healthcare sectors in the country.

## Using Technology to Improve Efficiency

Our strategic investments in technology have not only provided us with infinite capabilities to scale up all our capacities, but also provide us with insightful data, enabling us to strategize and take key decisions. INOX Air Products has installed and operates a State of the art Operation NOC for remote operations of plants. It provides a greater visibility into real-time plant operations, analysis, analysis, efficiencies and quick responses to technical issues. At the Operating Plant, we have state of the art instrumentation and process controls that have been hooked up with the Operations NOC which is 24/7 by a team of experts.

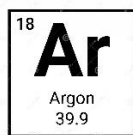
## Empowering our People

Our Human Resource function goes beyond the set boundaries of compensation, performance reviews and progression and aims at building a positive work environment. We continually strive to attract talent and build a highly skilled and motivated pool of resources and ensure optimal development and management of human resources.

At INOX Air Products, we have a strength of 1,250+ employees. Further, building the right talent pool has been the crux of our talent management practices, and our training programs are designed to help our employees upskill themselves in both Functional and Behavioural aspects, while staying true to Company's values, vision and mission.

Looking for gas? Here's a quick way to find it.

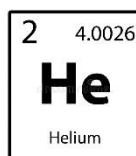
When it comes to gases, we cover everything from argon to xenon and everything in between. Find what you need here our industry or applications lists to find our full range of gases, equipment, and services.



Ar

Argon

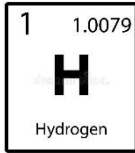
Unique inerting properties to improve quality, optimize performance, and reduce costs.



He

Helium

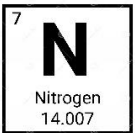
As a gas for lifting, leak detection, shielding, its inert properties and as a liquid for cooling.



H<sub>2</sub>

Hydrogen

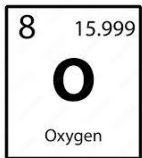
Valued for its reactive and protective properties to improve quality, optimize performance and reduce costs.



N<sub>2</sub>

Nitrogen

Widely used as a gas for its inert properties and a liquid for cooling and freezing.



O<sub>2</sub>

Oxygen

Known primarily as a respiratory gas by the healthcare industry, but also used for combustion, oxidation, and fermentation.

Rare Gases

Neon, Krypton, and Xenon used in technical applications including the electronics industry.

Food Gases

From MAP cylinders to bulk liquid nitrogen, we can provide all the gases for your food processes.

**COMPANY PROFILE**

## We are INOX Air Products



Established in 1963 by the Jain Family as Industrial Oxygen Company Ltd in Pune, Maharashtra, the Company aimed to augment and capitalize upon the rapid industrialization taking place in the country. In 1999, Air Products & Chemicals Inc., USA acquired a 50% stake in the Company, giving birth to INOX Air Products. The venture remains till date, one of the longest Indo-American partnerships in the manufacturing sector.

INOX Air Products is the largest manufacturer of Industrial & Medical Gases in India. The company offers a unique portfolio of gases, equipment and services through a massive manufacturing capacity of 3150 TPD of liquid gases delivered from 44 operating locations. With our extensive network of operations, and a vastly diverse client ecosystem, INOX Air Products empowers more than 1800 small, medium and large manufacturing organizations across dozens of sectors, enabling and empowering them on their way to achieve their vision.

In our glorious journey of more than half a century, we have made massive strides on all the metrics of its business operations, by our sheer reliance on our virtues of customer-centricity, transparency and delivering value through quality. We take pride in our 1250 strong workforce, working tirelessly across the country, unleashing the virtues of integrity and innovativeness, well complemented by their ready-to-serve spirit.



## **What We Do**

From large air separation plants to ultra-high purity gases, INOX Air Products offers flexible supply options to satisfy all your gases needs. With the largest geographic spread & the largest distribution fleet, INOX Air Products has all what it takes to fuel the growth of core sectors like manufacturing, infrastructure and healthcare, and fuel India's \$5 Tn economy vision.

With over 6 decades of experience in the industrial & medical gases market in India, it has been an illustrious journey of transition from selling gases to offering comprehensive solutions.

INOX Air Products has established leadership position in diverse end-markets that it serves, including Iron & Steel, Tyre, Glass, Chemicals, Metals, Manufacturing and Electronics.

INOX Air Products can help you determine the most economical supply option for your particular application. Industrial gases are typically provided in gaseous and liquid form through a variety of supply systems. Whether it's on-site supplies or supplies from our standalone plants, when we supply gases, we do it in a most reliable, safe and trusted manner.

### **On-site Gas Supply**

Whether you are producing steel or nonferrous metals, traditional petrochemicals, or running the most advanced oxy-fuel process, your air separation plant plays a significant role in your operations. INOX Air Products has the technology, experience, and resources necessary to design, engineer, construct, and operate a cost-effective On-site Gas Supply system.

INOX Air Products is India's largest BOO operator with most diversified customer base across industry segments and with wide geographical footprint. Our on-site gas supplies are backed by 15-20 years Take-or-Pay Contracts which are indexed to energy and inflation.



### **Merchant Supply**

INOX Air Products is India's largest and most diversified merchant gases supplier with capacity of more than 3150 metric tons per day. The capacities will further increase by 40% to up to 4400 metric tons per day by 2024. For the last 2 decades, INOX Air Products has augmented its production capacities at 12 % CAGR.

INOX Air Products serves more than 15 end markets with a supply agreement of 3-5 years, indexed to energy inflation, from Stand Alone Source or Sourced from On-sites (Piggy back).

### **Packaged Gases**

INOX Air Products operates Packaged Gas Business at key industrial zones across India, offering a wide range of Industrial and Medical gases in high-pressure gas cylinders and liquid containers (Microcyls and Portacryos). This flexibility in distribution mode provides a unique advantage to our customers for their small and mobile gas requirements. The mother product for these cylinder units comes from our state of the art ASU plants, thus ensuring product quality, availability and reliability. We ensure the cylinder integrity and safety through unique SAP based monitoring and tracking system.

Our reliability as a supplier is through leadership in regulatory, technical and safety aspects of cylinder gas supply, and through our most experienced team and value added services. We don't just supply gases, we help our customers succeed every step of the way.





### **Specialty Gases**

As an established gas company and trusted supplier of Specialty Gases in India, we are proud of our competence and production capabilities. These are calibration gases, zero gases, carrier gases, span gases, instrumentation gases and bump test gases; and may be either pure gases or gas mixtures. We understand that purity and accuracy are essential in the world of specialty gases and always aim to exceed customers' expectations.

**TERMINOLOGIES**

## Services We Provide

- Operation and Maintenance Packages

Our experienced team of operators can provide ongoing operational or emergency support. We also provide maintenance of air separation, liquefied natural gas, hydrogen recovery, helium recovery and hydrocarbon processing facilities.

- Customized Technical Services Packages

Air Products customized Technical Services Packages are designed to give your people the engineering and operational support they need to run your plant safely and reliably.

- Cold Box Design and Repair

Our innovative teams of engineers, technicians, and welders are here to facilitate the inspection, troubleshooting, repair, or upgrade of your cold box resulting in cost savings and reduced downtime.

- Capital Projects, Repairs, Expansions, and Upgrades

With decades of engineering and operational experience behind us, Air Products can provide practical, cost-effective ways to help you meet your goals.

- Control System Upgrades and Support

We offer a wide range of services and support, from upgrading obsolete legacy systems to configuring systems for plant expansion providing higher levels of automation and better system integration of plant and process data.

- Spare Parts and Inventory Control

We make our knowledge and resources available so you have the spares you need for planned maintenance or emergencies.

- Operator Training

Whether you need to train new operators or give existing staff an opportunity to refresh and update their skills, Air Products experienced staff can provide the knowledge they need.

- Digital Optimization

Air Products' cutting-edge digital platform, ProcessMD, proactively monitors your plant conditions enabling you to improve efficiencies using data driven decisions.

- Plant Assessments

Air Products professionally conducted plant assessments will guide your plant's future strategy for improvements

- Turbomachinery Expander

Rotoflow, an Air Products owned business, specializes in high-pressure turbo-expanders for industrial gas, hydrocarbon, and energy recovery applications, delivering world-class efficiency, high reliability, and low cost.

- Turbomachinery Plug In

For critical operations, we provide spare part recommendations and offer spare expander plug-ins to minimize downtime, facilitate easy installation, and ensure reliable restarts.

- Gasification Services and Solutions

Air Products is an owner and operator of state-of-the-art gasifiers using a variety of feedstocks around the world. With an engineering team combining for over 1,000 years of gasification experience and hundreds of gasification technology licensees worldwide, we can support your gasification technology needs.

**OBJECTIVES OF STUDY**

## **AIMS**

We, at INOX Air Products, aim to remain prepared to serve the Country's future-oriented and accelerated growth drive by ensuring consistent and reliable delivery systems as well as constant capacity creation of industrial and medical gases across the growth corridors of the country. In the process, we strive to stay true to our drivers of service excellence, sustainable & responsible growth and profitability.

## **OBJECTIVES**

- To study how to apply marketing concept to problems and issue within industry.
- To study Business to business service practices and attitudes in the organizational culture.
- To study various products of Inox.

**SCOPE OF STUDY**

- Client service and Business Development.
- Reality check of market.
- Implement different Tools and techniques.
- Help to understand clients and make impressive product.
- Creating innovative products.
- Learning marketing strategies.
- Bifurcation according to need of client.



**NEED OF STUDY**

# Our Country-First-Forever

## Approach (Our COVID-19 Battle)

---

The COVID-19 pandemic has been a defining global health crisis of our time and probably the greatest challenge the entire human race would have ever faced. In the last 14 months during COVID lockdown period, INOX Air Products being the largest supplier of Medical Oxygen has undertaken enormous efforts to ensure 24/7 uninterrupted supply of the lifesaving Oxygen to all the corners of the County.

INOX Air Products owns and operates the country's largest fleet of Cryogenic LMO Transport Tankers engaged in the mission to serve the Nation. There are 700+ brave drivers, whom we hail as super heroes, who are performing the task of delivering medical oxygen to the last mile in a timely fashion. Since the beginning of the pandemic, INOX Air Products has installed more than 130 Medical Oxygen storage tanks at various Hospital premises and COVID-19 facilities at an unimaginable speed. This has augmented the overall LMO storage capacity in the country by 8 Lakh Liters.

INOX Air Products has pioneered and collaborated with various Government led logistical initiatives like RO-RO service by Indian Railways called Oxygen Express & Air Lifting of empty Cryogenic Oxygen Tankers by Indian Air Force.

INOX Air Products believe that our Country-First-Forever approach forms a massive source of inspiration.

COVID-19 proved to be a massive test of this approach. INOX Air Products, as one of the leading manufacturers & supplier of Liquid Medical Oxygen in India, supplied Liquid Medical Oxygen to more than 800 Hospitals across 300 cities in 26 states directly and indirectly.

We ran all our plants 24 hours X 7 days to ensure an uninterrupted supply of medical oxygen. INOX Air Products ramped up its daily supplies of LMO from 400 TPD in the pre-COVID levels to 2700 TPD to cater to the increasing demand in the country during the surge of COVID cases.

INOX Air Products has so far supplied more than **570000 Tons** of LMO across India during the entire COVID period, starting from April 2020 to May 2021, out of which **86,000 Tons** and **90,000 Tons** of LMO has been supplied in the months of April and May 2021 respectively. **06**

### **Sustainability in Action**

INOX Air Products' thrives to bring people together to collaborate and innovate solutions to the most significant energy and environmental sustainability challenges.



**CONTRIBUTION DURING SIP**

## WEEKLY REPORT

### ➤ WEEK 1

- On a very first week in Company, I had training session period in which I had an interaction session with the Managing Directors and my supervisors, etc.
- They exposed the working environment of their organization and how it differentiate them from other organizations.
- They gave us the basic training how to work in an organization.

### ➤ WEEK 2

- They introduced us their ongoing running projects in the country and also about their upcoming new projects.
- They told us to do detailed study of this project and try to understand and analyse it.

### ➤ WEEK 3

- The Group Leaders is fixed with the meeting and Proper Guide the Group Leader.
- Then the All Group members are discuss the activity Sheet in the Market.

### ➤ WEEK 4

- The session on Perfect knowledge about the Marketing.
- And then Presentation about the Company Product.
- Group Presentation Activity about the Different Ways of Marketing Strategy used.

### ➤ WEEK 5

- In this week the SIP Prospectus and Work sheet is field.
- Then Session conducted by the Officer and Report is check.

➤ WEEK 6

- In this week also Fill the Form of customers
- And visit the Online Sites and Other
- Then the Session conducted by the Office.

**LIMITATIONS**

- Duration of internship was very small.
- As an internship I was not provided with the login id and password for the operation and production of the firm's software, I had to use the id's of the respective allotted officer's .
- At times the data available to study the production department was too large. Which makes it a time consuming task.
- Some desired information could not be collected due to confidentiality.



**RESEARCH METHODOLOGY**

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or frame work of the project that stipulates what information is to be collected from which sources, and by what procedures. If it is a good design it will ensure that the information obtained is relevant to the research problem and that it was collected by objective and economical procedures. A research design might be described as a series of advance decisions that, taken together, form a specific master plan or model for the conduct of the investigation. Although research designs may be classified by many criteria, the most useful one concerns the major purpose of the investigation. The major purposes of exploratory studies are the identification of problems, the more precise formulation of problems (Including the identification of relevant variables), and the formulation of new alternative courses of action. An exploratory study is often the first in the series of projects that culminate in one concerned with the drawing of inferences that are used as the basis of management action. That is, an exploratory study is often used as an introductory phase of a larger study and results are used in developing specific techniques for the larger study. Secondary sources of information, as used in the section, are the rough equivalent of the “Literature” on the subject.

Research methodology is a way to systematically solve the research problem.

Information can be collected from only a part of population. It is possible for the researcher to collect more elaborate information from the few sampling units in Patna than from the large population which can be taken as representation of the universe

There are many ways to get information. The methods used are:

- **Primary Research**

Research methodology is the specific procedures or techniques used to identify select, process and analyses information about topic. In a research paper, the methodology section allows the reader to critically evaluate a study’s overall validity and reliability.

The methodology Sections answers two main questions: How was the data collected generated?

- **Secondary research**

How it analyzed Research methodology was is the path through which researchers need to conduct their research. It shows the path through their problem and objective and present their result from the data obtained during the study period. This research design and methodology also shows how the

G.S. College of Commerce & Economics  
DMSR

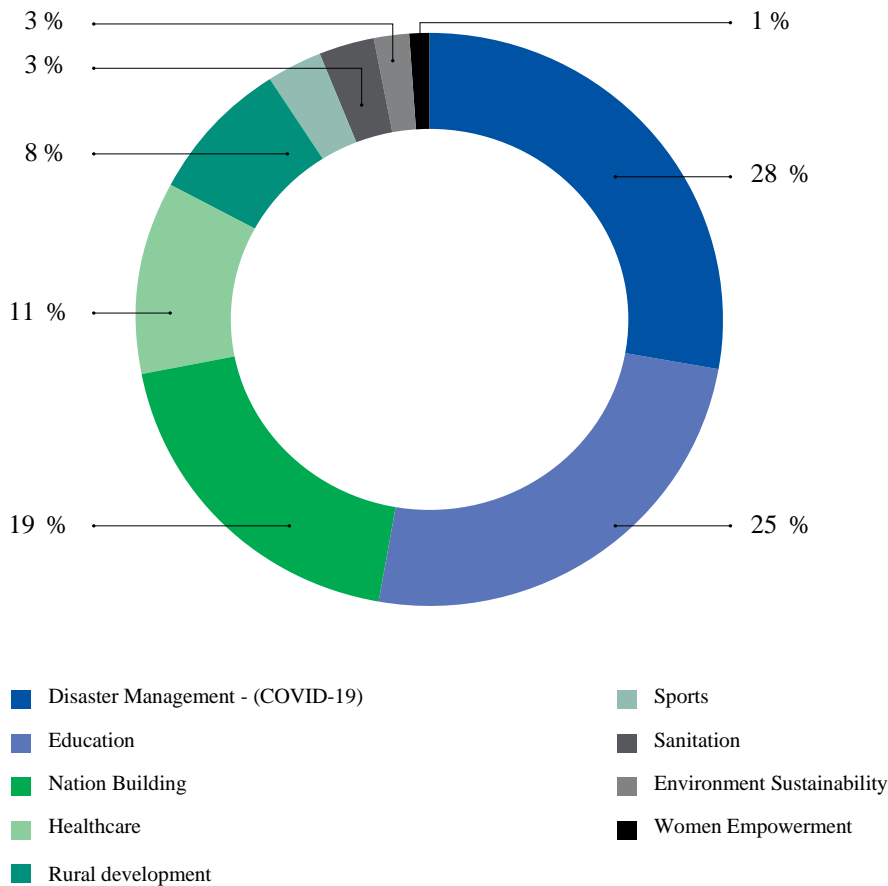
research outcome at the end will be obtained in line with meeting the objective of the study.  
The whole research is based on secondary data.

Secondary data collected through the Social Media

**DATA ANALYSIS**

**INOX Air Products CSR Contribution FY 21-22**

CONTRIBUTION	Number of respondent	Percentage %
Disaster management-(COVID-19)	56	28%
Education	50	25%
Nation building	38	19%
Healthcare	22	11%
Rural development	16	8%
Sports	4	2%
Sanitation	6	3%
Environment Sustainability	6	3%
Women Empowerment	2	1%



Interpretation- From the above data As a Corporate, we did our bit by contributing for the relief and rehabilitation measures. During the year, INOX collaborated with various nonprofit organizations. Protective glasses and Coveralls for health workers to fight against epidemic of COVID-19

**FINDINGS**

- While I was in the company, there was very friendly environment among the employees. I understood the real meaning of the communication that how employees communicate and co-ordinate among themselves the employees were used to be very punctual.
- INOX Air Products has 6 decades of experience in the gases market in India. It is the largest Industrial & Medical Gases company in India, based on any metric, with strong financials to support a long-term vision of growth. With a strategic intent of investing ahead of time, we have aligned our values which enable us to achieve excellence in customer service.
- Our unparalleled Supply Chain & Infrastructure forms the backbone of our business, and becomes our key enabler for servicing our end consumers and thereby empowering them for growth. We continue to serve our end markets by ensuring uninterrupted supplies more efficiently.
- Our transport tanker infrastructure is broad-based and includes various sizes of carrying capacity. We have the largest number of cryogenic transport tankers, who clock the highest number of kilometers that service far and wide. With effective use of advanced information technology systems, we are working towards enhancing our cost efficiencies. Our GPS tool tracks and monitors the movement of all our transport tankers across India. We have a fleet of 560 + highly specialized Vacuum Insulated Transport Tanks with a total trucking capacity of 7500 KL +
- At INOX Air Products, we have a strength of 1,250+ employees. Further, building the right talent pool has been the crux of our talent management practices, and our training programs are designed to help our employees upskill themselves in both Functional and Behavioral aspects, while staying true to Company's values, vision and mission..

**CONCLUSION**



- Inox air product will continuously make concentrates in the business strategies, especially in the term of marketing to ensure that the business is well known hope that it will be to build a good loyal customer base in every year.
- B2B marketing is all about targeting your audience and communicating how your business can help them. Being customer-focused is one of the best ways to rule marketing and treat your customers like VIPs. With the help of practical strategies and plans, the brands can leverage the B2B marketing and cater their services to companies and organizations.
- INOX Air Products empowers more than 1800 small, medium and large manufacturing organizations across dozens of sectors, enabling and empowering them on their way to achieve their vision.

**SUGGESTIONS**

1. Wide customer base in diverse markets like merchant gases, tonnage gases, equipment & energy and electronics & performance materials.
2. Expansions in Europe, Russia, China, India & Japan and other emerging economies have resulted in new avenues for growth of the group.
3. Contracts with Exxon Mobil in order to increase energy efficiency and reduce CO2 emissions.
4. Increase in automobile sales in the US has created a strong demand by automobile companies for an increased supply of industrial gases.
5. Increase in global energy consumption has also resulted in an increase in the demand for industrial gases.
6. Positive outlook of the chemicals industry over the next decade is looking good for the company's future growth.

**BIBLIOGRAPHY**

<https://www.google.com>

<https://www.inoxairproducts.com>

<https://www.inoxairproducts.com/newscenter>

<https://www.inoxairproducts.com/covid-19>