

“We don’t just supply chemicals—we deliver consistency, trust, and performance that power industries forward.”: Naitik Shah

Mr Naitik M Shah

Director

Meru Chem Pvt. Ltd.

Industry: Chemical Industry

In a recent interaction with SME Times, Naitik Shah from Meru Chem Pvt. Ltd. shared insights into the company’s steady growth and strong foothold in the chemical industry. Established in 1996, the company has evolved into a trusted manufacturer agent, exporter, supplier, stockist, and dealer of a wide range of industrial, solvent, powder, and specialty chemicals. With a diverse product portfolio catering to sectors such as pharmaceuticals, textiles, food processing, and laboratories, Meru Chem Pvt. Ltd. is recognized for delivering products that meet stringent quality and safety standards. Backed by a proficient team and efficient logistics network, the company ensures timely supply and consistent performance. Its association as an authorized agent for Vinati Organics Limited further reinforces its credibility. Driven by a commitment to quality, innovation, and client satisfaction, Meru Chem Pvt. Ltd. continues to expand its presence while maintaining excellence across all operations.

Q 1. Could you briefly introduce yourself?

I am Manish K. Shah, Managing Director of Meru Chem Private Limited. For nearly three decades, I have been actively involved in the chemical industry, focusing on building a business founded on trust, quality, and long-term relationships. Established in 1996, Meru Chem has evolved into a reliable sourcing and distribution partner for a wide range of chemical products serving food, pharmaceutical, personal care, home care, and specialty chemical industries across India and international markets.

Q 2. What is your long-term vision for the company?

My vision is to establish Meru Chem as one of India’s most trusted and globally recognized chemical sourcing and distribution companies. We aim to strengthen our international presence, expand our specialty chemical portfolio, embrace digital transformation, and create a seamless supply chain that delivers value, quality, and reliability to customers worldwide. Our goal is to become the preferred chemical partner for industries across the globe.

Q 3. Which key industries do you currently serve, and how do your solutions create impact for them?

Meru Chem serves diverse industries including Food & Beverage, Pharmaceuticals & Bulk Drugs, Personal Care & Cosmetics, Home Care & Cleaning, and Specialty Chemicals. Our impact lies in ensuring uninterrupted supply, providing high-quality products from trusted manufacturers, offering customized packaging solutions, and delivering technical and commercial support. By maintaining ready stock and efficient logistics, we help customers improve productivity, reduce procurement challenges, and maintain consistent product quality.

Q 4. What would you like prospective clients or partners to know about your company?

I would like clients and partners to know that Meru Chem is more than a chemical supplier—we are a dependable business partner. With over 30 years of industry experience, strong relationships with leading domestic and international manufacturers, ready inventory, quality assurance, and customer-focused service, we are committed to delivering reliability, transparency, and long-term value. Our philosophy is simple: "Promise what we deliver. Deliver what we promise."

Q 5. How is digital transformation changing the way MSMEs operate today?

Digital transformation has significantly improved efficiency, transparency, and decision-making for MSMEs. Technologies such as ERP systems, digital documentation, online customer engagement, data analytics, and automated supply chain management have enabled businesses to respond faster to market demands. For companies like Meru Chem, digital adoption has enhanced customer service, inventory management, compliance tracking, and operational efficiency while expanding our reach beyond traditional markets.

Q 6. What are your expansion plans for the near future?

Our near-term expansion strategy focuses on increasing exports, strengthening our presence in international markets, expanding our specialty chemical and pharmaceutical product portfolio, and developing strategic partnerships with global manufacturers. We are also investing in digital systems, warehousing capabilities, and customer service infrastructure to support sustainable growth and improve operational excellence.

Q 7. What has been your proudest moment since starting this venture?

One of my proudest moments has been successfully transforming Meru Chem from a small trading business into a respected chemical distribution company with a nationwide customer base and global sourcing network. Completing nearly three decades in business while earning the trust of customers, suppliers, and industry partners is an achievement that gives me immense satisfaction and motivates me to continue growing responsibly.

Q 8. What has been the most challenging phase in your entrepreneurial journey?

One of the most challenging phases in my entrepreneurial journey was managing business operations during global geopolitical conflicts and war-related disruptions. These situations affected supply chains, freight costs, and product availability. By maintaining strong supplier relationships, strategic planning, and a customer-first approach, we successfully navigated these challenges while ensuring business continuity.

Q 9. What advice would you give someone starting out?

My advice is to focus on building trust before chasing growth. Understand your industry thoroughly, maintain financial discipline, stay committed to quality, and never compromise on ethics. Success does not happen overnight—it is built through consistency, perseverance, and long-term relationships. Be willing to learn continuously and adapt to changing market conditions.

Q 10. Which of your leadership traits are key to your success?

I believe my key leadership strengths are integrity, perseverance, relationship-building, adaptability, and a long-term vision. I value transparency in business dealings and believe that strong partnerships are the foundation of sustainable success. I also encourage continuous improvement, innovation, and teamwork, which have played an important role in Meru Chem’s growth over the years.