

5 WAYS TO PROVE THE ROI OF CORPORATE INNOVATION

(and Secure Leadership Buy-In)



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ABOUT BIRLA CARBON

PRESENT IN 14 COUNTRIES • DELIVERING SOLUTIONS ACROSS 6 CONTINENTS

19 MANUFACTURING SITES

9 OFFICES

3 R&D CENTERS

2 CORPORATE OFFICES



Our Values

NET-ZERO BY 2050

In 2021, the organization pledged to be net-zero carbon emissions by 2050; a first for the carbon black industry.

Innovation & Sustainability

SHARE THE FUTURE

Our commitment to innovation is primed to accelerate and help our customers, and industry, achieve the levels of sustainable growth demanded by the environment, economy, and society.

Our Application

CARBON BLACK

- Tires
- Specialty Blacks
- Mechanical Rubber Goods



Our Commitment Reflected in Our Achievements



100%

Focus on Innovation Management



600+

Enterprise Customers



28M €

Revenue 2024



200

Employees



6M €

EBITDA 2024



8

Offices Worldwide

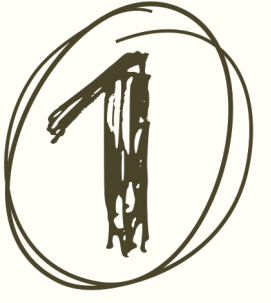


2001

Founded & Constantly Growing



**WHAT DO YOU SEE AS THE BIGGEST
BARRIER TO MEASURING
INNOVATION WITHIN YOUR
ORGANIZATION?**



ALIGN STRATEGIC PRIORITIES

1

ALIGN STRATEGIC PRIORITIES

2

SET CLEAR KPIs

①

ALIGN STRATEGIC PRIORITIES

②

SET CLEAR KPIs

③

COMMUNICATE WITH CREDIBILITY

①

ALIGN STRATEGIC PRIORITIES

②

SET CLEAR KPIs

③

COMMUNICATE WITH CREDIBILITY

④

CREATE A COMMON LANGUAGE

①

ALIGN STRATEGIC PRIORITIES

②

SET CLEAR KPIs

③

COMMUNICATE WITH CREDIBILITY

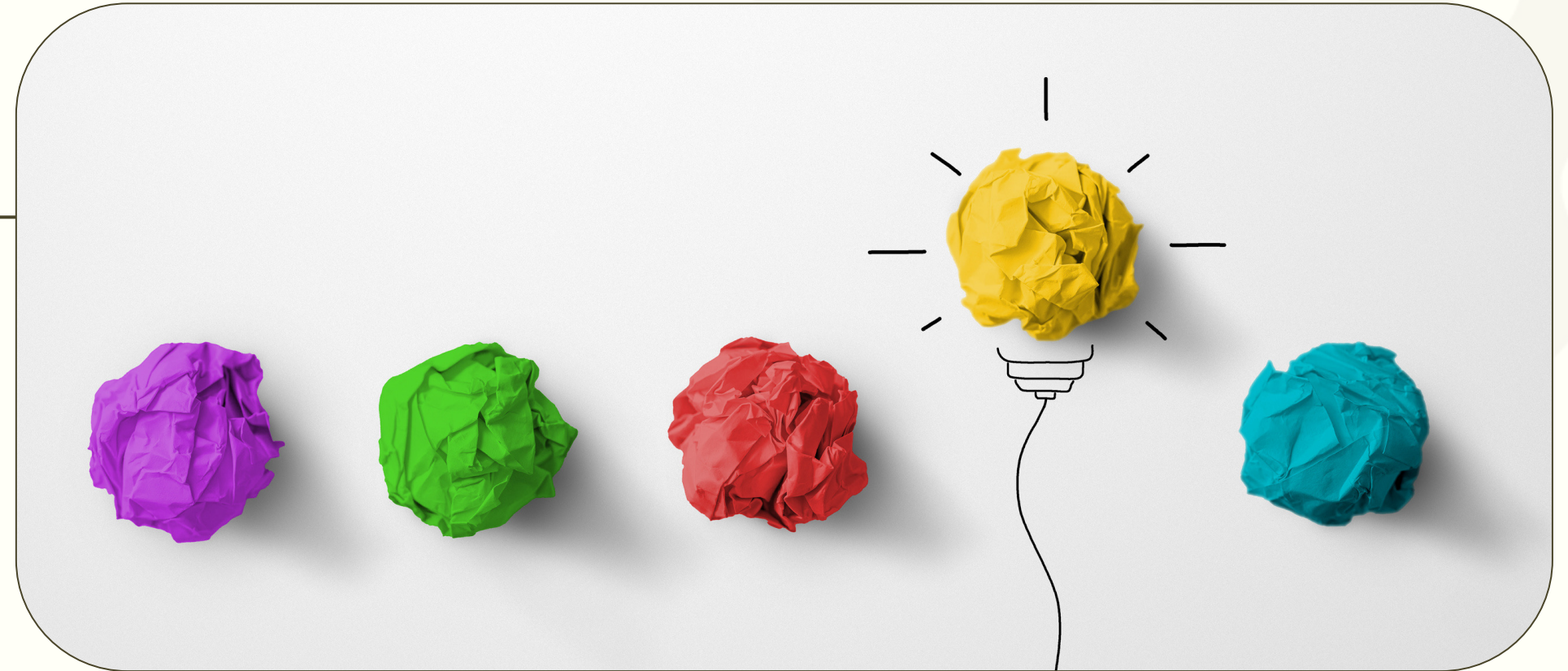
④

CREATE A COMMON LANGUAGE

⑤

ENGAGE EXECUTIVES EFFECTIVELY

KEY TAKEAWAYS



Quantify Innovation

Quantifying innovation impact goes beyond KPIs. Adopting a holistic approach that focuses on both quantitative metrics and qualitative measures, like culture change, can give you a greater insights into innovation performance.

Metrics that Resonate

Breaking down results into short-term gains that fit into the long-term organizational objectives enables you to contextualize innovation outcomes.

Credibility

Transparency in reporting helps to build trust and credibility in the organization's innovation journey and enables you to drive continued engagement.

Alignment

A key component of ensuring value creation for an organization is selecting the right topics and projects to pursue; ensuring that ideation campaigns align with strategic business objectives.

Visibility

Effective communication ensures that employees understand the organization's innovation goals and can actively work to achieve them.

THANK YOU

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