

NEWS ALERT



Cortec® India Sales Meetings Resume with Fresh Energy!



This year marked the 30th year of Cortec® in India and the return of the India Sales Meeting (ISM) to Bangalore. After a pandemic pause, Cortec® India decided to relaunch the ISM in a smaller capacity by gathering top distributors from around India and welcoming back Bob Boyle as Cortec's new Vice President – Integrity Management & Preservation Solutions.

The conference kicked off on the evening of July 11th, followed by a day packed with technical sessions by Bob and 18 interactive case study presentations from local distributors. PK Mathew also shared an update on Cortec® India and upcoming opportunities in the growing Indian economy where there is the potential for exports. PK mentioned that India sales actually grew during the pandemic period and peaked last year at 37% overall growth thanks to the dedicated efforts of channel partners and industry verticals, along with the continued confidence and support of Cortec® headquarters.

Technical sessions focused on awareness and sharing of best practices from around the world (particularly in key applications within the oil/gas, energy, heavy industrial manufacturing, export, and key asset preservation framework) to ensure customers in India received best-in-class products, services, and support. Bob's update on [Cortec® Corporation](#), the promising future, and the developments and growing markets around the globe were especially inspiring and motivating for the delegates.

As always, the conference included awards for top distributors for sales and case study presentations.

ISM 2023 Top Three Sales Awards

First: Siva Technical Services (Chennai)

Second: HVS Agencies (Ahmedabad)

Third: Vertex Corrotech Solutions (Coimbatore)

ISM 2023 Case Study Presentations Awards

Winner: Corlub Speciality Solutions (Pune)

Joint Runners-Up: QSRS (Bhiwadi) and Vertex Corrotech Solutions (Coimbatore)

Second Runner-Up: Siva Technical Services (Chennai)

Awards were followed by a tempting multi-cuisine dinner in which some of the delegates' families joined to enjoy spicy Indian delicacies and other palate-tempting specialties. The event concluded the next morning with a sense of optimism and excitement in the air as everyone looked forward to ramping up efforts at their respective locations and returning to the next ISM with more success stories to share!

Keywords: Cortec, Cortec India Sales Meeting, corrosion in India, corrosion inhibitors, India economy, oil and gas corrosion, Cortec case histories, ISM

Cortec® Corporation is the global leader in innovative, environmentally responsible VpCI® and MCI® corrosion control technologies for the Packaging, Metalworking, Construction, Electronics, Water Treatment, Oil & Gas, and other industries. Headquartered in St. Paul, Minnesota, Cortec® manufactures over 400 products distributed worldwide. ISO 9001 and ISO 14001 Certified, and ISO 17025 Accredited.

