

## **Wood-Plastic Composite (WPC) Industry: An Indian Perspective**

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The wood-plastic composite (WPC) industry in India is still in infancy, mainly due to a lack of awareness on its applications in the local context. Although India contributes only 1% to the global WPC production, the Indian industry is currently growing at a rapid pace due to increase in the domestic demand. This demand is mainly due to increased construction activities in India. We recently started a small WPC manufacturing unit in Southern India. We will present the challenges we face in this endeavor as well as the opportunities in India for WPC.