Accordingly, the present invention provides a process for transesterification of keto ester with alcohol using polyaniline salts as catalyst, said process comprising reacting a keto ester with an alcohol 1.5 to 2.5 equivalent with respect to one equivalent of keto ester in presence of a catalyst in the range of 10 to 30 weight percent of ketoester, at a temperature range of 50 to 120° C for a period in the range of 4 to 24 hours, separating the esters from the reaction mixture.

One embodiment of the invention relates to a process, in which the alcohol used is selected from a group consisting of butanol, hexanol, octanol, decanol, dodecanol, behnyl alcohol, benzyl alcohol, cyclohexanol, 2-ethoxy ethanol, 2-butoxy ethanol, 3-butyne-1-ol, allyl alcohol, and menthol.

Another embodiment of the invention, the catalyst used is a polyaniline salt selected from a group consisting of polyaniline-sulfuric acid, polyaniline-hydrochloric acid and polyaniline-nitric acid system.

Still another embodiment, the preferred reaction temperature is in the range of 100 to 110°C.

Still another embodiment, the ketoester used is selected from a group consisting of methyl acetoacetate, ethyl acetoacetate and phenyl acetoacetate.

Yet another embodiment, the reaction is carried out for a period of 20 to 24 hours.

Yet another embodiment, the catalyst amount used is in the range of 10 to 30 weight percent of ketoester.

Still yet another embodiment provides a process, wherein the amount of alcohol used is 1.5 to 2.5 equivalent with respect to one equivalent of keto ester. In still yet another embodiment of the present invention, the amout of alcohol used may be 1, 1.2, 1.5, 2.0 equivalent with respect to one equivalent of keto ester.