



Shubham at K 2022

India Stamping Its Global Presence

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The K exhibition is definitely one of the most respected and prominent events in the plastics industry and participating in K 2022 is something that we really cherish. Although the footfalls were limited due to certain pertinent issues, the quality of participants was very good. We could connect and mingle with some top brass from the industry, which also helped us get good business during the event.

This year, we did not demonstrate any of our machines, but we did introduce

a new product that we designed in collaboration with ExxonMobil, one of the top companies providing the raw material. This product is made from mono material and PE/PE laminates, providing it with exceptional quality for flexible packaging, especially in small pouches used for food products such as wafers, salt, flour etc. This product is sure to have a huge impact on the global market as manufacturing prices have skyrocketed in Europe. European companies have the technology to provide the right products, but that comes at a price. Since the Indian economy is going strong and India has the wherewithal to meet the global demand, we will emerge as a key player in the industry in years to come.

Secondly, our new product is also a viable solution from the sustainability point of view. The new mono-material that uses PE/PE laminates can be recycled and reused far more easily. Recycling plastics has always been a huge challenge for the industry; however, our new product has the ability for simplifying things to a great extent.



The world is looking at India right now and we must make the most of this opportunity. If we cash in on the current scenario, the Indian plastics industry will soon become the global leader.

India Rising and the K Summit

One of the key takeaways from our participation in the K 2022 exhibition is that India is emerging as one of the preferred destinations in the global market, especially looking at the prevailing global situation. Global brands are looking at alternative markets like Vietnam where they can commission their work. However, India is in a much better position to cater to the rising demand for quality machinery over other emerging markets, and that will ensure we become the go-to market for global leaders.

These are some of the significant points that we got to know during our participation at K. The world is looking at India right now and we must make the most of this opportunity. If we cash in on the current scenario, the Indian plastics industry will soon become the global leader. ■