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# POLYMERS

## Communique

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“Upgraded technology infrastructure and digitalisation in most of the areas has become imperative to the growth culture of the industry,” articulates Ashok Chaturvedi, in dialogue with POLYMERS Communiqué.

# Snacking Industry to Lead the Growth of Flexible Packaging

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**Q. How do you see the growth of the flexible packaging industry over the next 3 years. Which sub-sector of packaging do you think will outperform the other?**

The growth of flexible packaging industry in the next 5 years of time will be 5% to 7%, and the snacking industry will take the lead in the growth.

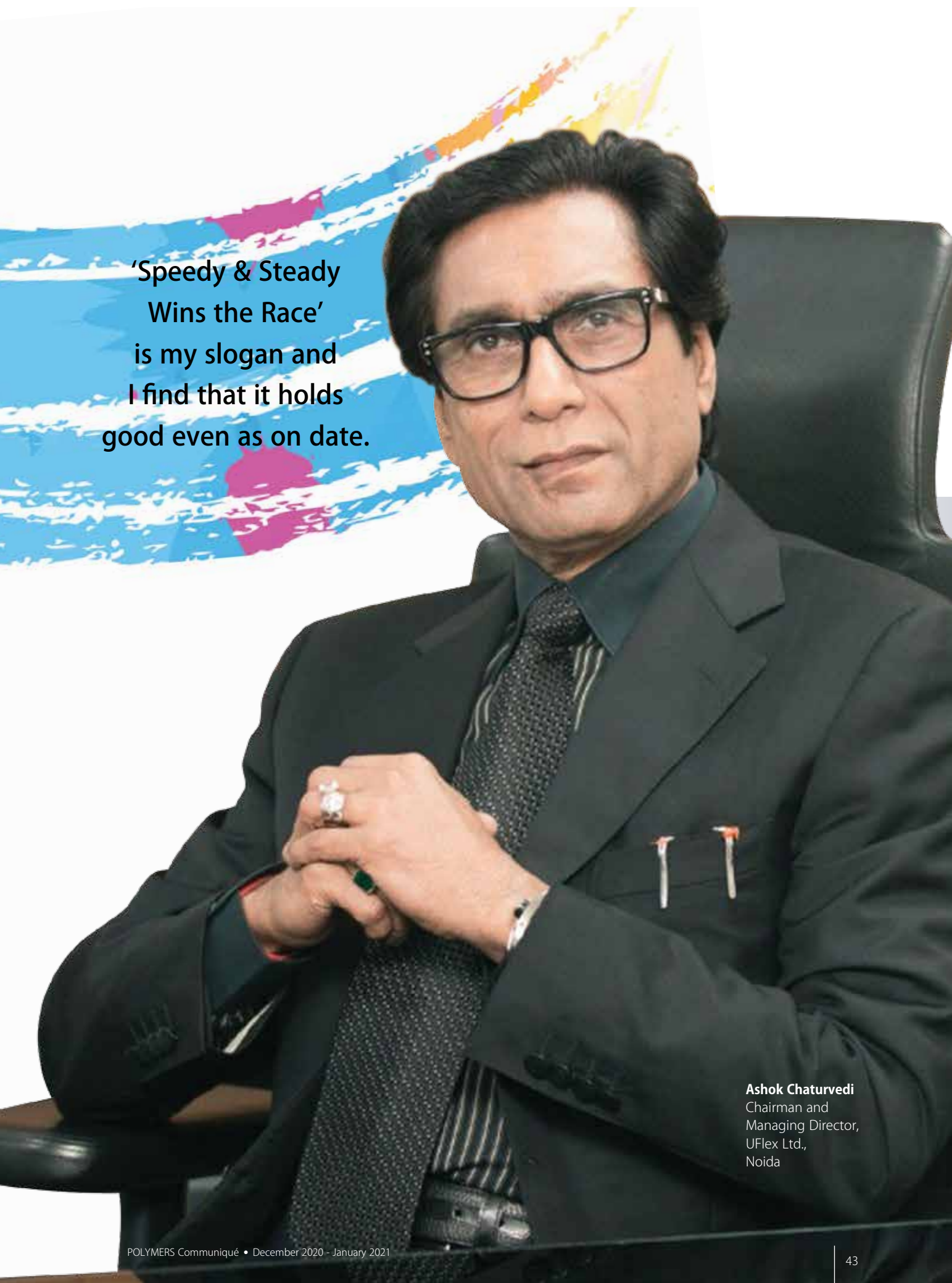
**Q. How capital intensive can it get for flexible packaging companies to invest in technology upgrades to keep in demand with the dynamic needs of the CPG companies?**

As the name denotes ‘flexible’, you can start with a minimum of USD 10 million and a good size project has USD 100 million to start or expand in the flexible packaging industry. Again, the traits of ‘flexible’ are - fast, flexible and efficient / durable. To attain this to the optimal level, it becomes imperative to invest in technology upgrades to increase agility. Upgraded technology infrastructure and digitalisation in most of the areas has the potential to drive faster, shorter innovation cycle by increasing accessibility of computing power during product design, formulation or testing. In a way, initial necessary investment in technology and thereafter timely investments to upgrade technology become imperative to the growth culture of the industry.

**Q. What do you see as being ‘future-ready’ in your business?**

Recycling, coupled with being biodegradable is the answer for flexible packaging industry as trump tool.





**'Speedy & Steady  
Wins the Race'  
is my slogan and  
I find that it holds  
good even as on date.**

**Ashok Chaturvedi**  
Chairman and  
Managing Director,  
UFlex Ltd.,  
Noida



We have done a lot in recycling that has been awarded nationally and internationally and we are committed to this with all other people to make plastics a wonderful material, as a boon to mankind.

**Q. Today, UFlex is serving over 140 countries from multiple manufacturing sites. Tell us how exports all began.**

It was easy considering the high-quality products at competitive price, we positioned ourselves for growth in exports through strategic use of our financial and manpower resources by finding opportunities on a scale that matched these resources in the beginning. The big became bigger by paying consistent attention to the focus, maintaining the quality and timely commitment to orders across national and international market.

**Q. Globe is the true marketplace. Your thoughts on how relevant is this statement.**

Whole planet, morning till night, consumes flexible packaging in one form or other and all age group of people, irrespective of the gender. Hence it's a global product and global market.

**Q. It's time for India Inc. to enhance its stakes worldwide. Your message to the plastics industry.**

Everybody has a chance to grow worldwide; according to me, who-so-ever has got their basics correct can only have a meaningful expansion worldwide.

**Q. The top 3 attributes that companies need to possess to be successful in making a mark globally.**

Three important attributes which can make people very successful, and we too follow the same, are quality, quantity and quickness.

**Q. What was your biggest setback as you as were building this empire. How was the setback overcome?**

There has been no setback since the time we were building the packaging industry in India or overseas. However, challenges are always there and we overcome them as they come our way.

**Q. A management style that you are very comfortable with.**

Our management mantra is very clear. People at the time of appointment are told very clearly what for they are being appointed. They have to fill the need for which they are appointed.

**Q. A childhood habit of yours that you think has helped you in business as well.**

'Speedy & Steady Wins the Race' is my slogan and I find that it holds good even as on date.

**Q. How innovative can flexible packaging get?**

Flexible packaging is very innovative and people who are enjoying the work never get old and never get short of innovative ideas to accelerate growth of this industry.

**Q. The industry is saddled with 'recycling issues', especially the packaging industry. What do you think should be the way forward?**

We have done a lot in recycling that has been awarded nationally and internationally and we are committed to this with all other people to make plastics a wonderful material, as a boon to mankind. ■■