



Businesses have Adopted the New Normal

Q. The newer / bigger opportunity that you see in the post COVID-19 period in your industry.

At the outset, this crisis has given plastics a major persona makeover; there is now a widely held view that plastic products are safer and cleaner than the reusable solutions being touted lately and are at the forefront of the fight to contain the spread of contagion. Gone are the days when plastics were considered to be a slang only in terms of environmental leakage and ban. Plastics are valued in healthcare because of their versatility, sterile nature, cost effectiveness, ease of use and utility in new applications and solutions. Plastics will continue to offer exceptional solutions in the future.

Q. Do you see yourself realigning or changing strategies to deal with the challenges faced post the COVID-19 era?

The COVID-19 pandemic has forced us to completely transform our way of working. One month in, businesses have radically adapted to working from home, adjusted operating models, and introduced new products and services to combat the financial impact of the pandemic. We sense that things will never be the same, and thoughtful speculation about the future helps us cope with the present and, among other things, suss out economic perils and opportunities.

Nimesh Sanghvi
Director
Welpack Industries
Pvt. Ltd.
Mumbai

Q. With over 30 years of experience in the industry, please share your biggest learning.

When the going gets tough, the tough gets going. We, in the plastics industry, are that group of the 'tough ones'. Failing or making mistakes is natural and it's the determination to carry on and what we learn from those mistakes that's important.

Q. Two focus areas of your business have been the retail and agriculture sector; what is the next product category / segment that you target?

We are focused to expand our main product 'tarpaulin' and to enter the untapped markets. 'Blue Diamond' and 'Smile' are our country recognised brands; we look forward

to taking these brands global this year. Our tarpaulins are lightweight, protective UV stabilised on both sides, easily repairable and cost-efficient.

Our other focused product will be garbage bags for the current year. 'Go Green' is our established brand for this particular product. We offer a wide range of variety of garbage bags used in households, colleges, offices, shops, restaurants, hospitals, industries etc.

Q. Is the use of PCR (Post Consumer Recyclate) possible in production lines of your product portfolio; if yes, what would be its impact on cost and quality?

Improvements in the recycling / reprocessing of material would result in higher quality post consumer material which allows higher levels of PCR, up to 100%, to be used effectively. Our aim has always been to offer our clients innovative, effective and easy-to-use packaging solutions. However, we've constantly delivered these with utmost care for the environment. Every product manufactured by us is 100%

recyclable for a reason. Plastics can be circular too...

Q. For commodity products, what kind of product differentiation do you offer to your customers?

Price (perceived), quality and affinity for the brand are the differentiating factors we are always working on to satisfy our customers. We're paving the way for sustainability to be the cornerstone of our business.

Q. Your steps in meeting the current market needs? What is the way forward?

Our aim is to meet the packaging needs in efficient, reliable ways and without compromising on care for the environment. We always recycle our production waste for reuse. We see compostable packaging as the future.

Q. What value additions do you offer in carry bags?

We specialise in producing biodegradable bags made from polythene, 100% recycled material and compostable. Every Welpack-produced bag is completely recyclable and wonderfully efficient. This is our promise.

Q. What are your plans in terms of investment in technology and infrastructure to further broaden your reach in untapped markets?

We are looking forward to invest in increasing the production of our existing products so as to supply our products in the untapped markets.

Q. Who do you consider as your role model / mentor, and why?

I look upon Ratan Tata as he is not just a successful business leader, but an ideal role model for responsible, authentic and integral (integrating inner values and outer actions) leadership. ■■

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