

# COSMO FILMS: GREEN ENTERPRISE OF VERSATILITY AND SUSTAINABILITY

**Mr Ashok Jaipuria**, Chairman and Managing Director, has transformed and catapulted the Indian speciality films industry into a global leader. Cosmo Films take the lead by getting more tech dynamic, expansive and green in all its initiatives.

**Q What differentiates Cosmo in the packaging, lamination and labelling business?**

**A** Today, Cosmo Films Limited is acknowledged as a native conglomerate that has grown on its strength of excellence to become a global leader in speciality films. It follows a vision that is aimed at offering a comprehensive range of speciality films for flexible packaging, lamination, labelling and industrial applications.

Manufacturing of these products are driven by cutting-edge global technologies that carry a guarantee of quality, durability and high capacity. Our forays in the business are backed by ethics, best sustainable practices, and commitment to serve our clients with the best products. These factors differentiate Cosmo, with a wide margin, from others in the industry

**Q Cosmo's path to global eminence?**

**A** Research is a core strength at Cosmo Films, which has a highly qualified and government recognized R&D team, providing customized innovations to customers. Cosmo owns multiple patents in India (6) and US (3), which speak volumes about its credibility.

Apart from a dominant share in the Indian market, we export to more than 100 countries worldwide to leading global flexible packaging and label face stock manufacturers like Amcor, Constantia, Huhtamaki, Avery Dennison etc., which service brands like PepsiCo, Coca Cola, Unilever, P&G, Britannia, Parle, CP, Reckitt Benckiser, Nestle, Mars etc. Extensive network of channel partners worldwide for distribution of range of lamination films is a major strength.

**Q What prompted Cosmo to venture into speciality chemicals?**

**A** The huge potential in speciality chemicals awaits to be tapped. Cosmo has taken the lead by establishing Cosmo Speciality Chemicals in 2020 with a vision of acquiring the textile auxiliary market in India and abroad by providing the most competitive quality products through innovations based on sustainable science.

We will be encouraging emerging technologies and advanced research in India to help introduce new chemicals/molecules in variety of industries such as automotive, aerospace, food, cosmetics, agriculture, manufacturing, and textiles.

**Q What is the market response to Cosmo's new Zigly venture?**

**A** Zigly is an ambitious, new business vertical meant for Pet Care with an allocated CapEx between Rs 75-Rs 100 crores, including opening new stores. I take pride in sharing that our first store, hardly two months old, clocked a one-day sales figure above Rs 1 lakh and our average daily sales at that store have crossed Rs 50,000.

We are set to ramp up more stores with alacrity to capture the positive market sentiments. We have also gone digital with the launch of a website and are

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improving the bugs continuously, while providing many solutions to pet parents. So, we see ourselves invested in Zigly business, which is rapidly growing.

**Q How is Cosmo making its processes sustainable and green with technology?**

**A** At Cosmo, we have a multi-pronged strategy to enable growth that is sustainable, inclusive and follows green manufacturing and best energy management practices with a well-defined Environment Health and Safety systems in place.

In fact, as a responsible industry giant, we have engineered a number of BOPP films replacing BOPET films by providing for the desired oxygen barrier and enough heat resistance. The company also offers a substitute for aluminium foil in form of its ultra-high barrier films. Today, Cosmo is partnering with some of the best global brands to offer structure rationalization and recyclability solutions to reduce carbon foot print.

**Q Cosmo's CSR activities empowering communities for an Atma Nirbhar India?**

**A** Cosmo Foundation, established in 2008, is the philanthropic wing of Cosmo Films to spearhead the firm's CSR initiatives. We commenced this journey of compassion for man and nature with a belief that "we can make a difference to the lesser privileged ones around" transforming lives of communities through Education, Health, Hygiene. Strengthening mainstream education in rural areas with skill-based courses, running environmental programs, and eliminating local and social issues or taboos through awareness programs are among the initiatives, which would help power the Atma Nirbhar India vision.