

Pankaj Poddar outlines the role of performance, purpose, and profitability

Pankaj Poddar, group CEO of Cosmo First, outlined how substrate engineering and functional barrier design drive value creation across the packaging value chain at the 13th Speciality Films & Flexible Packaging Global Summit & Exhibition in Mumbai.

by Abhay Avadhani | 26/08/2026 | [CONFERENCES AND SUMMITS](#) , [FLEXIBLES](#)



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Brand owners continuously push for visual differentiation and durability alongside cost containment. Poddar noted that performance in packaging represents the sum of protection, durability, and end-user shelf experience. This can be categorised across financial viability, structural performance, shelf life extension, and shelf appeal.

To address these requirements, Cosmo First provides several substrate-level innovations.

Foil elimination in barrier applications: Replacement of traditional aluminium foil structures with high-barrier BOPP and cast polypropylene (CPP) substrates for coffee packaging and nitrogen-flushed snack packs.

Retort CPP for ready-to-eat meals: Development of retort-grade CPP substrates designed for high-temperature thermal processing, available in microwaveable and non-microwaveable formats, serving as a cost-effective alternative to multi-layer metallic structures.

Easy-peel lidding and anti-fog films: Universal lidding films engineered to seal across diverse container types including polyester and PP, providing clean peelability without liquid spillages. Additionally, anti-fog films maintain visual transparency in refrigerated and frozen display environments.

Tactile and aesthetic surface finishes: Cold-seal release films featuring high-gloss finishes, matte-finish films for biscuit packaging, and soft-touch velvet lamination films designed to enhance shelf appeal.

Low-force PETG shrink films: High-strength PET-glycol (PETG) films engineered with a 75% shrink capability designed to contour tightly around narrow-neck bottle geometries without graphic distortion or film snapping.

Anti-corrosive face stock films: Protective face stock films engineered to withstand deep-freeze condensation, chemical oils, and long-distance transport, used alongside in-mould labelling (IML) container solutions.

Addressing the secondary driver; purpose, Poddar stressed that sustainable packaging transition is no longer optional for packaging solution providers and brand owners. Flexible packaging must adapt either through proactive industry shifts or regulatory compliance pressures.

Cosmo First aims to simplify packaging structures by replacing traditional three-layer laminates with high-performance two-layer or mono-material structures. In confectionery packaging, single-ply solutions offer immediate opportunities for material reduction without compromising shelf life.

To replace non-recyclable substrates, the group introduced PVC-free graphic films for indoor and outdoor signage applications. This eliminates reliance on imported PVC materials. The company also introduced PETG alternatives to tackle recycling contamination linked to traditional vinyl films.

According to Poddar, counterfeiting is also a major focus for the packaging industry right now. To combat product counterfeiting, anti-counterfeiting security features can be embedded directly within the film during extrusion rather than surface-printed. This process adds less than 5% to total production costs while creating a secure packaging layer that is difficult to replicate.

To prevent packs from being punctured, specialised CPP films were developed for sharp contents such as dried noodles. In liquid packaging, durable lidding structures prevent pinhole failures during drop tests.

Poddar identified press efficiency and the packaging structure as the primary drivers of profitability. Cosmo First developed lidding films capable of running on automated packaging lines at speeds exceeding 1,00,000 bottles per hour. Simultaneously, soap packaging structures transitioned from traditional paper-laminate combinations to mono-material film configurations.

Furthermore, grease-resistant coatings were formulated to eliminate PE extrusion coatings. By paring down multi-layer laminates into two-layer structures without compromising oxygen or moisture transmission barriers, packaging solution providers can shed dead weight from supply chains and optimize raw material costs.

Cosmo First possesses three manufacturing facilities in India and production operations in South Korea, exporting to over 100 countries.

It also recently commissioned a new BOPP film line at its Aurangabad plant with an investment of over INR 400-crore, raising total annual BOPP capacity by 40% to 2,77,000-metric tonnes per annum.