



PLEXCONCIL - The Plastics Export Promotion Council

# PLEXCONNECT<sup>®</sup>

Edition 28, October 2021

**Bureau of Standards &  
What it Means**

**DGFT's District as  
Export Hub**

**Export Marketing &  
Why it so Important**

**Product of the Month -  
Sunglasses**





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PROMOTION COUNCIL

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**Editor:** Sribash Dasmohapatra,  
Executive Director, Plexconcil

**Associate Editor:** Sangita Iyengar

Send in your feedback, comments,  
suggestions to [editor@plexconcil.org](mailto:editor@plexconcil.org)

### Head Office (Head Office)

B-Wing, Dynasty Business Park, Unit No. 2, Ground  
Floor, Andheri-Kurla Road, Chakala, Andheri East,  
Mumbai – 400059, Maharashtra  
Tel: 022 – 40170000

### Delhi - Northern Regional (Regional Office)

319, 3rd Floor, Block - E, International Trade Tower  
99, Nehru Place  
New Delhi - 110019  
Tel: 91-11-26478817 / 26478819  
Fax: 91-11-26478821  
Email: [plexnr@plexconcil.org](mailto:plexnr@plexconcil.org)  
[ashutosh.kumar@plexconcil.org](mailto:ashutosh.kumar@plexconcil.org)

### Chennai - Southern Regional (Regional Office)

Rasheed Mension, 3rd Floor, 408 Anna Salai  
Chennai - 600006  
Tel: 91-44-28292620  
Fax: 91-44-28291518  
Email: [ruban.hobday@plexconcil.org](mailto:ruban.hobday@plexconcil.org),  
[dayanidhi@plexconcil.org](mailto:dayanidhi@plexconcil.org)

### Kolkata - Eastern Regional (Regional Office)

Vanijya Bhavan, 1/1 Wood Street  
Kolkata - 700016  
Tel: 91-33-22834497 / 22834498  
Fax: 91-33-22834289  
Email: [nilotpal@plexconcil.org](mailto:nilotpal@plexconcil.org)

### Ahmedabad – Gujarat Region (Regional Office)

A-1001, Titanium Heights,  
Nr. Vodafone House,  
Corporate Road,  
Prahladnagar, Makarba,  
Ahmedabad- 380015 (Gujarat)  
Tel: 079-48010103  
Email: [naman@plexconcil.org](mailto:naman@plexconcil.org)

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Marking a landmark moment in the history of modern India, to commemorate its 75th Year of Independence, on Sept 21-22, the GOI rolled out the Vanijya Saptah of the Azadi Ka Mahotsav campaign that aims to showcase India's rising economic prowess in today's world. It is a proud privilege for us to inform you that Plexconcil was appointed as one of the nodal agencies for the event and extended our participation under the guidance of the Department of Commerce, Govt in showcasing the economic growth of the State of Andhra Pradesh especially promoting district-wise export achievements at Vijayawada. The Hon'ble CM of Andhra Pradesh Shri. Y.S Jagan Mohan Reddy in the presence of Shri. Mekapati Goutham Reddy, Hon. Minister for Industries & Commerce, Infrastructure & Investments, IT, Skill Development & Training, Govt of AP; Shri S Suresh Kumar, Joint Secretary, Department of Commerce, Govt and other dignitaries inaugurated the event held at Vijayawada. Plexconcil was felicitated by Agriculture Minister Shri K Kanna Babu, AP, in the presence of Spl. CS & Industries Commissioner, AP Govt for successfully organising Vanijya Utsavam at Vijayawada.

During this event, the Council in association with APEDB arranged interactions with Indian Missions abroad to explore export potential of products from Andhra Pradesh. Plexconcil facilitated the setting up of the "Export Experience Arena" designed to exclusively serve as a guide to any aspiring entrepreneur and help motivate them to export commodities from the State. The Council also participated at Vanijya Saptah held in Mumbai, Chennai, Ahmedabad & New Delhi. We are grateful for the responsibility entrusted to us and thank all stakeholders for the support in pulling of this colossal feat. Through greater involvement and closer association with States & Districts, we hope to help turn the Govt's vision of "District as Exports Promotion hubs" into a formidable reality.

Working capital woes are no stranger to our industry and with many incentives being delayed, the situation has been most telling on especially the MSME sector. Earlier in September, the Govt's announcement to clear unpaid dues including past incentives and taxes to the tune of Rs.56000 crores came as a much needed reprieve to the community and we are hoping that this will ease the working capital of a lot of the smaller export businesses. It is believed that nearly 45000 exporters stand to gain from this move, and we thank the Hon'ble PM for his intervention and the Hon'ble CIM Shri Piyush Goyal for his continued guidance and support to our industries.

During August 2021, India exported plastics worth USD 1,057 million, up 26.1% from USD 838 million in August 2020. Cumulative value of plastics export during April 2021 – August 2021 was USD 5,628 million as against USD 3,911 million during the same period last year, registering a positive growth of 43.9%. It is heartening to note that all product panels showed strong positive growth in August, and we are confident that we will be able to keep up the growth trend in the coming months as well. Given the tempo, we are likely to reach our export target of 30% growth in the current year.

In other news, we bring you insights into BIS Standards for the industry, a peek into Districts as Export Promotion hubs and how it can help our country and industry achieve it's target of USD 400 Billion, the importance of export marketing and a look at Sunglasses under Product of the Month. In addition, we bring you news from around the world.

To quote Steve Jobs, "great things in business are never done by one person. They are done by a team of people". As I end this note on this thought, I am filled with the confidence that great things await us and we as an industry have the wherewithal to make bigger things happen for all of us. Do continue staying safe and healthy!

**Warm regards,**

**Arvind Goenka**  
**Chairman**



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## Plexconcil @ Hon'ble Prime Minister of India Shri. Narendra Modi's Virtual Address – 6th August 2021 Local Goes Global- Make in India for the World: Roadmap to Achieve USD 400Bn Merchandise Exports in FY 2021-22

Hon'ble Prime Minister of India Shri. Narendra Modi interacted with heads of Indian Missions abroad and stakeholders of the trade and commerce sectors on the roadmap to achieve USD 400 Bn merchandise exports in FY 2021-22. PLEXCONCIL, spearheading the plastic export promotion community, hosted 80+ plastic exporters at the PLEXCONCIL HQ and regional offices pan-India for the virtual address.



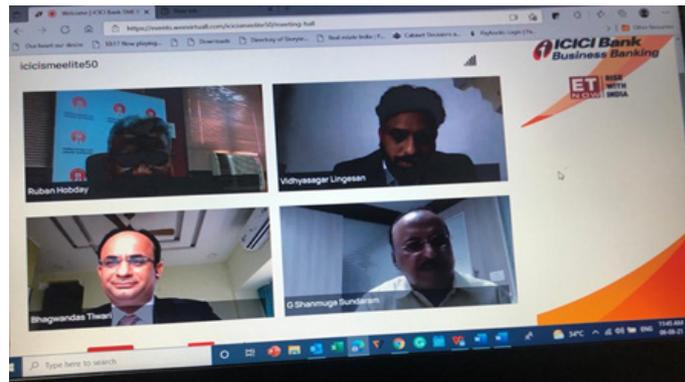
Hon'ble PM discoursed on the important factors to increase exports, the logistic issues that are being resolved together with Centre, State and private stakeholders, the need for expanding international markets for Indian products and highlighted the Government initiatives aimed at supporting and boosting MSME via various successful schemes. The Hon'ble PM urged stakeholders to accelerate existing exports and create new market destinations for new products.

Ambassadors and office bearers in the Ministry of External Affairs that represent India in various nations across the globe were tasked with understanding trade potentials and need of international markets in their respective countries in order to act as bridges for Export Promotion Councils and Commerce Industry in India. The Hon'ble PM gave a call to establish a new identity of Quality and Reliability in our endeavour to create a natural demand for high quality value-added products of India across the globe. He assured the export industry of every support from the Government and urged the industry to prove the resolve of Atmanirbhar Bharat and a prosperous India.

Every stakeholder emphasized the role and importance of Export Promotion Councils in boosting the exports from India by reaching new market destinations worldwide.

## Times Network Jury Invite ICICI Elite SME 50: Tamil Nadu State – 6 August 2021 (Southern Region)

The Times Network has invited Plexconcil – Southern Region to be part of the Jury for their ICICI Elite SME 50- Tamil Nadu on 6th Aug 2021. Mr. Ruban Hobday, Regional Director – South was part of the Jury to select the Elite SME 50 – Tamil Nadu and participation in this virtual event created good branding for Plexconcil as the event is to be telecast on Times Now.



## Meeting with Tamil Nadu PVC Pipes & Fittings Manufacturing Association on Lead Stabilizer in Polyvinyl Chloride (PVC) Pipes and Fitting Rules 2021 on 7 August 2021 (Southern Region)

Mr. Mohan, Panel Chairman – Pipes & Fittings chaired the meeting with its panel members and along with the members of Tamil Nadu PVC Pipes & Fittings Manufacturing Association with regard to Lead Stabilizer in Polyvinyl Chloride (PVC) Pipes and Fitting Rules 2021. The issue was discussed in detail for the purpose of submitting necessary inputs for favourable amendments in the notification to facilitate the smooth manufacturing of these products across India.

The Council was represented by Mr. Ruban Hobday, Regional Director - South



## Online Awareness programme on Rules of Origin organised by the Centre for Regional Trade on 11 August, 2021 (Eastern Region)

An awareness programme was organised by the Centre for Regional Trade during which Mr Ram Upendra Das, Head of Centre for Regional Trade made a detailed presentation on the subject. Mr Nilotpal Biswas, RD joined this online programme.

## Webinar on “RBI Master Direction for Export of Goods and Services” – 13 August 2021 (Western Region)

The Plastics Export Promotion Council organised a Webinar on “RBI Master Direction for Export of Goods and Services”. The objective of webinar was to guide trade with recent updates on RBI rules and regulations.

The Reserve Bank of India (RBI) has started issuing Master Directions on all regulatory matters beginning January 2016. The Master Directions consolidate instructions on rules and regulations framed by the Reserve Bank under various Acts including banking issues and foreign exchange transactions.



(Mr. Hemant Minocha, Vice Chairman, Plexconcil)



(Mr Nijay Gupta, Chief Mentor, Finrex Treasury Advisors LLP)

The Welcome address for the webinar was given by Mr. Hemant Minocha, Vice Chairman, Plexconcil. Speaker Mr Nijay Gupta, Chief Mentor, Finrex Treasury Advisors LLP covered following topics during the webinar: rules and regulation of - Realization of Export Proceeds, Third Party Payments, EEFC, Documents Dispatch, Extension of time, Set offs and Write Offs. Presentation was followed by Q & A session, which was moderated by Ms Bharti Parave, Asst. Director (Trade & Policy), Plexconcil. The webinar ended with Vote of Thanks by Naman Marjadi, Asst. Director, Plexconcil Ahmedabad.

## **Human Hair & Human Hair Products Panel Meeting (Virtual) on 18 August 2021 (Southern Region)**

Mr. Benjamin Cherian Panel Chairman, Human Hair & Human Hair Products, chaired the first panel meeting of the current financial year on 18th August 2021 (Wednesday). The following points were discussed in detail:

1. Review of Standing committee meeting held on 5th August with exporters, Government officials (details/ discussion of the meeting should not be given to Media/press as instructed by the chairman of the standing committee meeting)
2. Levy of 18% GST on temple auction amount
3. Strengthening Membership of PLEPC all over India to have strong lobby as suggested by DGFT
4. Request PLEPC to recommend only the registered members who are genuine exporters
5. To control under-invoicing/ prohibition of raw material from airport/seaport/roadways
6. PLEPC should strongly recommend our issues to the Ministry of Commerce and Industries
7. Recently came to understand that Remy unprocessed hair is also being exported.
8. Vision 2030

The Council was represented by Mr. Ruban Hobday, Regional Director and Mr. R. Dayanidhi, Assistant Director – Southern Region.

## **Executive Committee Meeting of the Indian Plastics Federation(IPF) for the term 2020–21 on 18 August 2021 (Eastern Region)**

The meeting was organised by IPF on 18th August 2021 in order to discuss various agenda points including price and supply position of the raw materials. Mr Nilotpal Biswas, RD joined this meeting online.

## **Webinar on Plastics Waste Management Rules: Aligning for Transformation held on 20 August 2021 (Western Region)**

A webinar was organized based on the draft EPR Framework under PWM Rules that proposes to give manufacturers five years to achieve waste management targets and explore strategic partnerships to develop a blueprint for solving environmental challenges on a national scale. Mr. Bharat B Mehta – Vice President, PET Marketing, Reliance Industries Ltd. talked about the implications of EPR and how adopting a pragmatic approach to its compliance can help businesses achieve legislative, environmental and economic goals. Ms. Pratibha Dewett – Chief Marketing & Sustainability Officer, Lucro Plastecycle Pvt Ltd spoke on the subject of closing the Loop on Post Consumer Waste through innovative and strategic partnerships with the processing industry to manage waste. Mr Sribash Dasmohapatra welcomed the Speakers and audience at the meeting. Over 120 participants attended the meet.

## **E-Workshop on ‘Ease of Doing Business in Digital mode – Gem/Ydyam Portal and Incentive Schemes for MSME’ on 24 August 2021 (Eastern Region)**

The e-Workshop was organised by Bharat Chamber of Commerce on 24th August 2021. Various Speakers from different organisations/companies including O/o MSME-DI, Kolkata made presentation on the subject. Mr Nilotpal Biswas, RD joined this online programme.

## **2nd Western Regional committee meeting on 25 August 2021 (Western Region)**

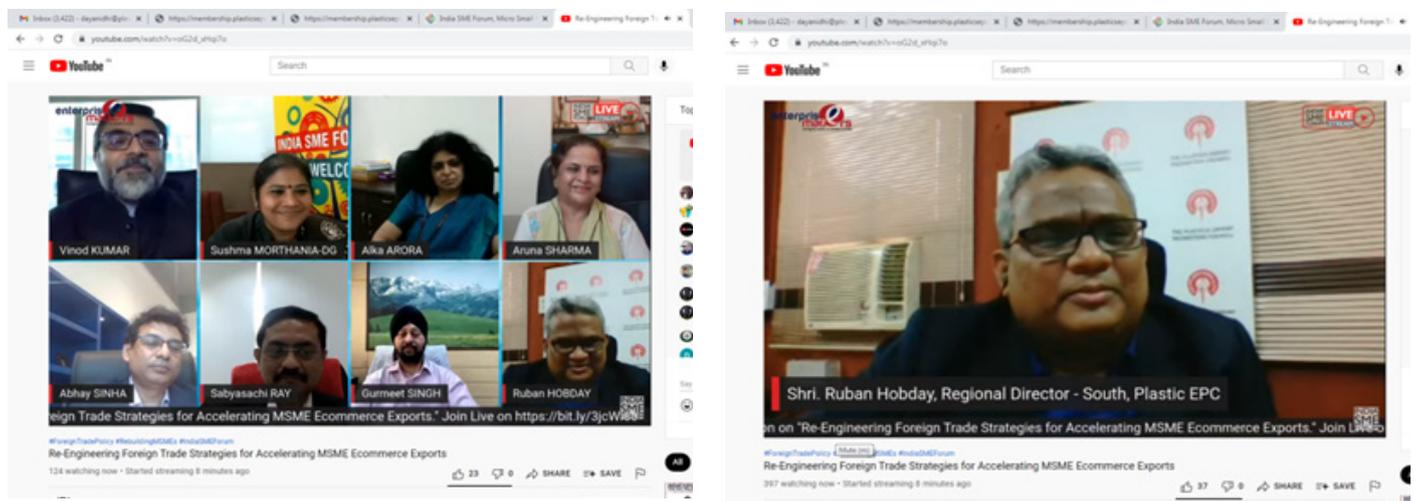
The 2nd Western Regional Committee Meeting was held under chairmanship of Shri Saurabh Kalani, Regional Chairman, Western region on Wednesday 25th August, 2021. Based on Top-10 plastic export items state wise, suggestions were received to boost export from various states. Problems faced by member exporters were discussed during the meeting. Participants were briefed about upcoming Plexconcil Virtual events and suggestions for webinar topics were also received from members.

## India SME Forum: Webinar on New Foreign Trade Policy Formulation on 26 August, 2021 (Southern Region)

Mr. Ruban Hobday, Regional Director – South was invited as a Guest Speaker for the webinar on New Foreign Trade Policy Formulation - “Re-Engineering Foreign Trade Strategies for Accelerating MSME Ecommerce Exports”

The webinar had special addresses by Smt. Alka Arora, Joint Secretary, Ministry of MSME, GoI and Dr. Aruna Sharma, IAS, Former Secretary, Govt. of India. The Panellists discussed in detail on the following points:

- Increasing Awareness of Ecommerce Exports among MSMEs
- End to End Digitization for processes for exports
- Legal Framework & Trade Facilitation
- General Provisions regarding trade
- Creating specific logistics capability for Ecommerce Exports
- Simplifying compliance and regulatory requirements
- Necessity for Ecommerce specific schemes & capabilities
- Suggestions for change in new FTP policy



## Interactive session with Hon'ble Commerce Secretary, Shri B.V.R Subrahmanyam on trade issues under the “Exporters Outreach program” on 26 August 2021 (Eastern Region)

The session was organised by the O/o Addl. DGFT, Kolkata at Taj Bengal Hotel on 26/8/2021. Mr Amit Pal, Owner, Kolor Impex (COA Member, PLEXCONCIL) and Mr Lalit Agarwal, Director, Glen Industries Pvt. Ltd, (Regional Committee Member, PLEXCONCIL) attended the session.

## Webinar on BIS Standardization & Quality Assurance of Plastic Products – 27th August 2021 (Western Region)

The Plastic Export Promotion Council (PLEXCONCIL) in association with Gujarat State Plastic Manufacture's Association (GSPMA) organised a Webinar on "BIS Standardization & Quality Assurance of Plastic Products" on 27th August, 2021. The objective of the webinar was to spread awareness among Plastic manufacturers and processors about the BIS Standardization & Quality Assurance of Plastic Products.



(Speakers during Webinar on BIS Standardization & Quality Assurance of Plastic Products)

Mr. Sribash Dasmohapatra, Executive Director, Plexconcil gave a brief about Plexconnect Webinar Series 2021. Mr. Hemant Minocha, Vice Chairman, Plexconcil gave welcome address for the Webinar. Opening remarks for the webinar were given by Mr Bharat Patel, Hon. Secretary, GSPMA. Speaker of the webinar Shri S. K. Singh, Scientist-E & Head, Ahmedabad Branch Office, Bureau of Indian Standards gave details about Standardization, Standards published by BIS for Plastic Products, BIS certification scheme, Procedure and requirement to get IS License, Benefits of having BIS certification for exports. Q & A during the webinar was moderated by Ms Bharti Parave, Asst. Director (Trade & Policy), Plexconcil. The webinar was ended with Vote of Thanks by Naman Marjadi, Asst. Director, Plexconcil Ahmedabad. More than 110 participants attended the webinar.

## Youth Wing Committee Meeting on 27 August 2021 (Southern Region)

A brief meeting was organized on 27th Aug 2021 on VC with three of the Youth Wing Committee members to discuss the plans to bring out the e-Directory of the Plastic Industry. Mr. Pranay Kumar, Mr. Dhruven Chitalia, and Mr. Mayank Goenka along with Mr. Ruban Hobday, RD – South participated in the meeting.



## Meeting with Managing Director of Tamil Nadu Polymer Park on 31 Aug 2021 (Southern Region)

A meeting was organized by the Council with Tamil Nadu Polymer Park on 31st Aug 2021 along with TAPMA (Tamil Nadu Plastics Manufacturers Association) with the Managing Director to discuss the role of the Council and the Association in promoting the park.



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## Azadi Ka Amrit Mahotsav 'Vanijya Utsavam' in Andhra Pradesh

- Showcasing India as a Rising Economic Force

**Andhra Pradesh Trade and Exports Carnival**, held on 21st and 22nd September 2021 at Vijayawada, Andhra Pradesh marked the advent of the Vanijya Saptah in commemoration of India's 75th year of independence.

The Department of Commerce, Gol organized 'Vanijya Saptah- Azadi Ka Amrit Mahotsav' to showcase the economic growth of the states, especially promoting district-wise export achievements and future potential. In accordance with every Export Promotion Council celebrating Azadi Ka Amrit Mahotsav as assigned in the 28 states and 8 union territories, the event in Andhra Pradesh was organized jointly by The Plastics Export Promotion Council (PLEXCONCIL), Government of Andhra Pradesh and Directorate General of Foreign Trade, Visakhapatnam.

The two-day event was launched with the objective to highlight potential opportunities for Indian exporters in global markets, boost exports from the state of Andhra Pradesh and prompt MS-MEs to register as new exporters. To realize the same, the Vanijya Utsavam hosted the Export Experience Centre, virtual interactions with Indian Missions abroad and Foreign Missions in India, knowledge-based seminars, Exhibition Centre, and Awards Ceremony for industry champions and top exporters.

Hon'ble Chief Minister of Andhra Pradesh, Shri. Y.S Jagan Mohan Reddy inaugurated the event on 21st September 2021 in the auspicious presence of Shri. Mekapati Goutham Reddy, Hon'ble Minister for Industries & Commerce, Infrastructure & Investments, IT, Skill Development & Training, and other esteemed state ministers, member of Parliament, senior bureaucrats from Govt. of India and Govt. of Andhra Pradesh, and representatives of Foreign Missions, Export Promotion Councils, Industry and Trade Institutes.

The inaugural ceremony also served as the launch pad of various trade & export development initiatives, policies and services by the Government of Andhra Pradesh.

PLEXCONCIL, the nodal organizing EPC of 'Vanijya Utsavam', underscored the objectives of the Govt. of Andhra Pradesh to strengthen and expand the trade ecosystem. Shri. Arvind Goenka, PLEXCONCIL Chairman, said, "We are certain that this event, based on the theme of 'Showcasing India as a Rising Economic Force' shall enable exporters to explore new business and trade avenues, highlighting the potential of exports from Andhra Pradesh. The event has been orchestrated such that there are industry-related brainstorming sessions over the two days and special impetus is laid in showcasing focused export products from the state to the world."

The Council, in association with Andhra Pradesh Economic Development Board (APEDB), facilitated interactions of exporters with Indian Missions from Germany, Japan, United Arab Emirates, France, United Kingdom, Sri Lanka and Bangladesh to explore export potential of products from Andhra Pradesh.

The highlight of Vanijya Utsavam was the 'Export Experience Arena', designed exclusively to motivate and guide export aspirations. With hi-tech interactive panels, the arena focused on Andhra Pradesh land & Government policies, products & market potential and handheld stakeholders through the process of initiation and establishment in the export fraternity. Through plenary sessions on state policy, finance support systems, benefits and issues pertaining to exporters in the state, and by celebrating the achievements of Andhra Pradesh's industry performers and top exporters, Vanijya Utsavam invited all aspiring and established stakeholders to create and widen the horizons of trade and thereby fulfill India's export ambitions.

The Council also participated at Vanijya Saptah held in Mumbai, Chennai, Ahmedabad & New Delhi.

## Glimpses from Vanijya Utsav Events across India

**Vanijya Saptah – 21 to 26 September, Vijayawada, Andhra Pradesh**



*Hon'ble CM of Andhra Pradesh at the ribbon cutting ceremony of the Vanijya Utsavam*



*Hon'ble CM of Andhra Pradesh lighting the lamp at Vanijya Utsavam*



*Hon'ble CM of Andhra Pradesh at the Export Arena for the new exporters*



*Release of the Andhra Pradesh export policy by Hon'ble CM*



*Hon'ble CM of Andhra Pradesh felicitating the top exporters*



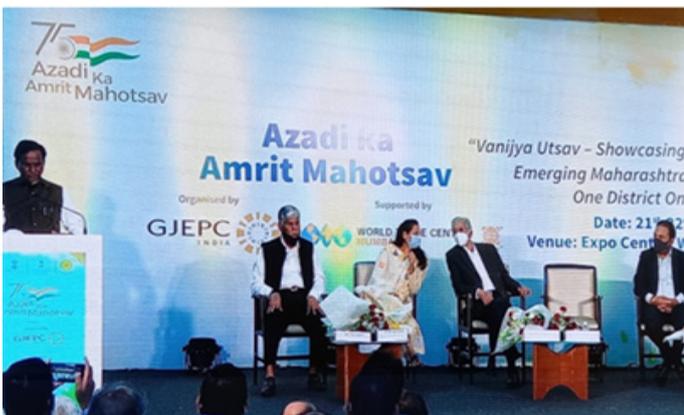
*Interactive session with Indian missions abroad*



*Hon'ble CM of Andhra Pradesh and six state level ministers and central Govt representative at the dias*

## **Vanijya Utsav 21 – 22 September, Mumbai**

India's celebration of the 75th year of independence- Azadi Ka Amrit Mahotsav 'Vanijya Utsav' in Maharashtra brought together the export fraternity of the state in a vibrant showcase of 'India as a Rising Economic Force'. The two-day event held at the World Trade Centre, Mumbai, was an opportunity for the industry to engage with various Central and State Government officials and get a better understanding of various support measures available for exports. The event also enabled the industry to explore potential trade avenues in Maharashtra, understand the various opportunities and resolutions of export concerns, and discover exciting new markets for state-specific products across the globe.



*Chief Guest Address at Vanijya Utsav Inauguration session Emerging Maharashtra-Magnetic Maharashtra One District One Product (ODOP)*



*(L to R): Mr. Pradip Thakkar, Past Chairman, Plexconcil, Shri. SBS Reddy- Addl DGFT, Mumbai, Shri. Subhash Desai, Hon'ble Minister for Industries & Mining, Govt of Maharashtra, Shri. Raosaheb Patil Danve, Hon'ble MOS- Railways, Coal & Mining, Gol, Smt. Aaditi Tatkare, Hon'ble MOS- Industries & Mining, Govt of Maharashtra and Shri. Baldev Singh IAS, Addl Chief Secretary- Industries, Govt of Maharashtra*

The event was inaugurated on 21st September 2021 by Shri. Raosaheb Patil Danve, Hon'ble Minister of State for Railways, Coal & Mining, Govt of India, in the auspicious presence of Shri. Subhash Desai, Hon'ble Minister for Industries & Mining, Govt of Maharashtra, Smt. Aaditi Tatkare, Hon'ble Minister of State for Industries & Mining, Govt of Maharashtra, Shri. Baldev Singh I.A.S, Additional Chief Secretary for Industries, Govt of Maharashtra and Dr. Harshadeep Kamble I.A.S, Development Commissioner (Industries) and Commissioner (Export), Govt of Maharashtra.



*Felicitation of Mr. Hemant Minocha, Vice Chairman*



*Panel Address by Mr. Hemant Minocha (2nd from R)*

‘MAHA EXPO CONCLAVE’ hosted panel discussions featuring Government Export Department representatives, Export Promotion Councils, Consulates, Industrial Development Corporation, Logistics and Finance Institutes and prominent exporters from myriad sectors in discourses on Central and State government support for export promotion, bilateral trade opportunities, banking and finance support for export promotion, export infrastructure and open house interactions to understand issues concerning the trade ecosystem.

### **Vanijya Week, 21-26 September, New Delhi**

The Department of Commerce observed the ‘Vanijya Saptah’ (Trade & Commerce Week) during the period 20-26 September, 2021 with numerous programmes and events organized across the country highlighting Aatmanirbhar Bharat. In New Delhi, the event was organised by Confederation of Indian Industries (CII) in association with Department of State & Industrial Corporation (DSIDC), Department of Commerce & DGFT at India Habitat Centre (IHC). The Council was provided a complimentary booth at the event.

The event was inaugurated by lighting of candles and address by key dignitaries from the Government and the Industry. The welcome address was given by Commissioner Industries, Sh. Vivek Pandey and was followed by addresses by Dean, IIFT, Dr. Rakesh Mohan Joshi, DG & CEO, FIEO, Dr. Ajay Sahai, DG, EPCES, Sh. Alok Chaturvedi, DG, DGFT, Sh. Amit Yadav, Minister Industries & Member of Delhi Legislative Assembly, Sh. Satyendra Kumar Jain & concluded with the address by Deputy Chief Minister, Sh. Manish Sisodia.

Various Key Industry speakers highlighted India as a main sourcing hub for the World and the manufacturing sector playing a key role in propagating the vision of our Hon’ble Prime Minister for the slogan “Local Goes Global”. They also stressed upon our Manufacturers to penetrate into the export scenario especially in view of the diversion of the global companies who wants to invest in India especially after the restraint shown by them in investing in China due to pandemic.



*Lamp lighting by Deputy Chief Minister Shri Manish Sisodia during the inauguration*



*Deputy Chief Minister Delhi Shri Manish Sisodia addressing the audience*



*Minister Industries & Member of Delhi Legislative Assembly, Shri Satyendra Jain addressing the audience*

### **Vanijya Utsav, 21 – 22 September, Gujarat**

A 'Vanijya Utsav' Showcasing India a Rising Economic Force was organized to promote and showcase export potential in the state of Gujarat and exportable products and services in Gujarat. A two-day physical event (with full COVID protocol as per the guidelines of the State) was organized on 21-22 September 2021 at Ahmedabad Management Association (AMA), AMA Complex, ATIRA Campus, Vastrapur, Ahmedabad, Gujarat.

The event brought together speakers from the Policy makers, EPCs, Chambers, Exporters and all stakeholders involved in the export ecosystem of the state. The event focused on interactions and deliberations on the initiatives undertaken by the central and state government for promoting exports, export potential and opportunities, financing for exporters, issues faced by exporters, role of infrastructure, etc.

Chief Guest Hon'ble, Smt Darshana Jardosh, Minister of State for Railways and Textiles, Government of India and Guest of Honour, Sri Jagadish Vishwakarma, Honble Minister of State for Industries, Government of Gujarat inaugurated the "Vanijya Utsav" at Ahmedabad on 21st Sept 2021

The Plastics Export Promotion Council (Plexconcil) Members were invited in this Exhibition and Technical Sessions organised for two days. Six PLEXCONCIL members exhibited their products in the exhibition area organized on side lines of this two-day conclave.



*PLEXCONCIL- Gujarat Regional Committee Members with Chief Guest Hon'ble, Smt Darshana Jardosh, Minister of State for Railways and Textiles, Government of India*



*Chief Guest Hon'ble, Smt Darshana Jardosh, Minister of State for Railways and Textiles, Government of India visited the Exhibition Stall set up by PLEXCONCIL Members*

Under the Vanijya Saptah, District Level Export Conclave at Ahmedabad District was organized on 24th September, 2021 by District Industries Centre (DIC) - Ahmedabad in line with state level conclave at Ahmedabad Management Association, ATIRA CAMPUS, Ahmedabad for the full day. Along with Conclave, separate exhibition was also organized during the program. Plexconcil members from the District were invited to attend this conclave and visit the exhibition.



*Representative from PLEXCONCIL and other EPCs with Mr Rohit Soni, ITS, Deputy DGFT, RA Ahmedabad and Mr R D Barhatt, General Manager, DIC Ahmedabad, Government of Gujarat*

A District Level Export Conclave titled Seminar on “Simplifying Foreign Trade for Exporters for Panchmahal District was organized on 25th September, 2021 at The Grand Dhwani Banquet Hall, Halol, District- Panchmahal. The Conclave was organized by DIC Panchmahal, Halol (GIDC) Industries Association, Directorate General of Foreign Trade and other Government Department of State and Central Government. The Chief Guest Dr Rahul Singh, ITS, Deputy DGFT, RA Vadodara addressed the audience and Mr Naman Marjadi, Assistant Director, PLEXCONCIL, Ahmedabad spoke about Opportunities for Plastic Exports from Panchmahal District.



*Inauguration of the Conclave with Lighting of Lamp by Dr. Rahul Singh, ITS, Deputy DGFT, Vadodara, Mr. Shaktisinh Thakor, Asst. Commissioner of Industries & General Manager, DIC- Panchmahal, Mr Naman Marjadi, Assistant Director, Plexconcil and Mr Mukesh Desai, Halol GIDC Industries Association*

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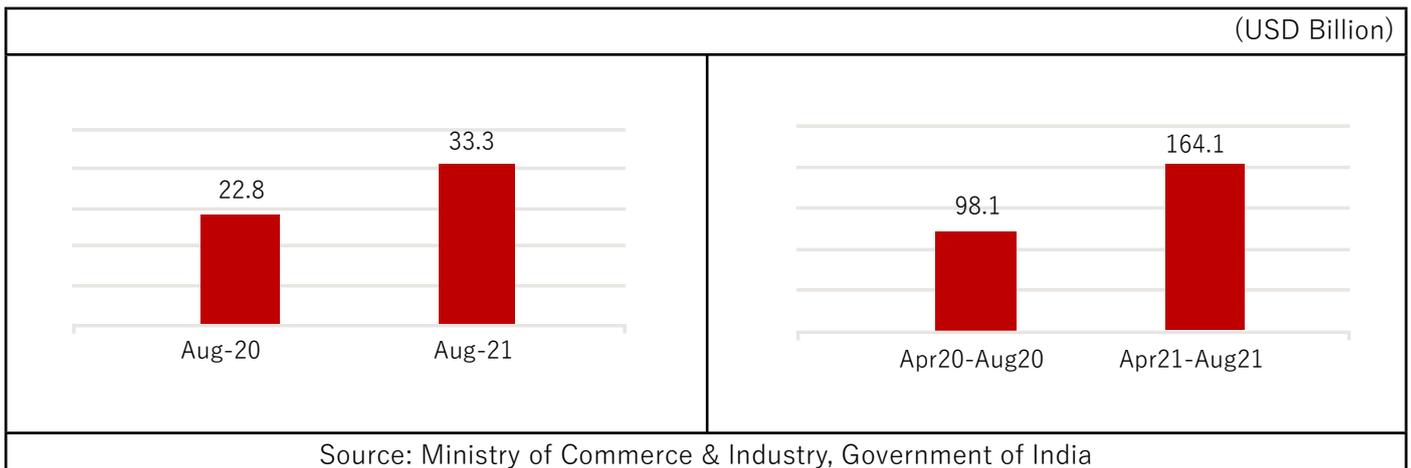


## Export Performance - August 2021

### TREND IN OVERALL EXPORTS

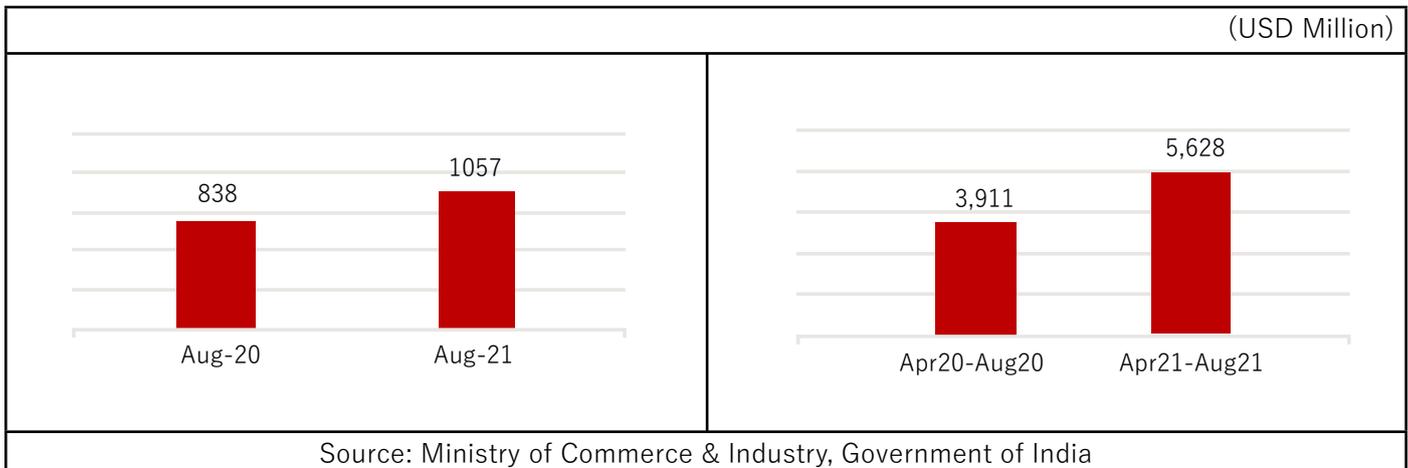
India reported merchandise exports of USD 33.3 billion in August 2021, up 45.8% from USD 22.8 billion in August 2020. Cumulative value of merchandise exports during April 2021 – August 2021 was USD 164.1 billion as against USD 98.1 billion during the same period last year, reflecting a growth of 67.3%.

**Exhibit 1: Trend in overall merchandise exports from India**



### TREND IN PLASTICS EXPORT

During August 2021, India exported plastics worth USD 1,057 million, up 26.1% from USD 838 million in August 2020. Cumulative value of plastics export during April 2021 – August 2021 was USD 5,628 million as against USD 3,911 million during the same period last year, registering a positive growth of 43.9%.

**Exhibit 2: Trend in plastics export by India**

**PLASTICS EXPORT, BY PANEL**

In August 2021, all the product panels especially Composites / FRP products; Miscellaneous products; Woven sacks / FIBCs; Floor coverings, leathercloth & laminates; and Human hair products, reported high growth. In terms of absolute growth, strong gains were registered by Miscellaneous products; Woven sacks / FIBCs; Polyester Films; and Human hair products.

**Exhibit 3: Panel-wise % growth in plastics export by India**

Panel	Aug-20	Aug-21	Growth	Apr 20-Aug 20	Apr 21-Aug 21	Growth
	(USD Mn)	(USD Mn)	(%)	(USD Mn)	(USD Mn)	(%)
Consumer & House ware	45.0	63.1	+40.1%	158.4	292.0	+84.3%
Cordage & Fishnets	13.5	15.9	+18.0%	58.6	79.4	+35.4%
Composites / FRP products	23.7	36.0	+51.7%	95.8	175.9	+83.6%
Floor Coverings, Leather cloth & Laminates	35.9	52.4	+45.9%	145.0	266.4	+83.7%
Human Hair & Related Products	29.4	71.3	+143.1%	103.5	383.7	+270.5%
Miscellaneous Products	123.0	184.3	+49.9%	510.7	850.0	+66.4%
Pipes & Fittings	17.4	25.2	+45.0%	61.7	109.0	+76.6%
Polyester Films	132.3	150.5	+13.8%	658.4	833.8	+26.6%
Plastics Raw Materials	309.4	311.2	+0.6%	1,678.2	1,910.1	+13.8%
Rigid Packaging & PET Preforms	25.3	30.9	+22.0%	121.1	160.6	+32.6%
Woven Sacks / FIBCs	68.8	100.7	+46.3%	265.6	493.6	+85.8%
Writing Instruments	14.1	15.0	+6.7%	54.0	73.2	+35.6%
	837.7	1,056.7	+26.1%	3,911.2	5,627.6	+43.9%

Source: Ministry of Commerce & Industry, Government of India

Export of **Consumer & house ware** products increased by 40.1% in August 2021 due to higher shipment of Toys of plastics (HS code 95030030); Tooth brushes (HS code 96032100); Insulated tableware and kitchenware of plastics (HS code 39241010); and Other switches of plastic (HS code 85365020).

**Cordage & fishnets** export were also up by 18.0% in August 2021 aided by improved sales of Other binder or baler twine of polyethylene or polypropylene (HS code 560749).

Export of **Composites** was up by 51.7% due to increased sales of Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s (HS code 39269099).

In case of **Floor coverings, leather cloth & laminates**, exports in August 2021 were up 45.9% as Indian exporters reported higher sales of Decorative laminates (HS code 48239019); Textile fabrics impregnated, coated, covered or laminated with plastics other than PVC or PU: Other (HS code 59039090); and Other wall or ceiling coverings of PVC (HS code 39181090).

Export of **Human hair & related products** clocked an impressive 143.1% growth due to strong sales of Human hair, dressed, thinned, bleached or otherwise worked (HS code 67030010); and Human hair, unworked, whether or not washed and scoured (HS code 05010010).

**Miscellaneous products** export increased by 49.9% in August 2021 due to higher sales of Optical fibres, optical fibres bundles and cables (HS code 90011000); Other sacks and bags of plastics (HS code 39232990); Polypropylene articles, n.e.s (HS code 39269080); and sacks and bags of polymers of ethylene (HS code 39232100).

Export of **Pipes & fittings** witnessed a growth of 45.0% due to improved sales of Tubes, pipes, and hoses of polymers of vinyl chloride (HS code 391723); Flexible tubes, pipes and hoses, having a minimum burst pressure of 27.6 MPa (HS code 391731); and Other fittings of plastic (HS code 39174000).

**Polyester films** witnessed an increase of 13.8% in exports during August 2021 due to higher shipments of Sheets and films of polymers of propylene (HS code 392020); and Flexible films and sheets of polyethylene terephthalate (HS code 39206220).

**Plastics raw materials** export was up 0.6% in August 2021 due to higher sales of Other polyethylene (HS Code 39011090); Polytetrafluoroethylene (HS Code 39046100); Other acrylic polymers in primary form (HS Code 39069090); Epoxy resins (HS Code 39073010); and Polyethylene terephthalate in various forms (HS Code 39076190 and 39076990).

**Rigid packaging & PET performs** export were up 22.0% on higher sales of Other articles for conveyance or packing of goods (HS code 39239090); and Caps and closures of plastics (HS Code 39235010).

Export of **Woven sacks and FIBCs** gained 46.3% during August 2021 as sales of Flexible Intermediate Bulk Containers or FIBCs (HS code 63053200) remained strong. India is a significant exporter of FIBC to Europe and North America.

Export of **Writing instruments** witnessed an increase of 6.7% in August 2021.

**Exhibit 4: Details of % change seen in top 50 items of export**

HS Code	Description	Apr 20 - Aug 20	Apr 21 - Aug 21	Growth
		(USD Mn)	(USD Mn)	(%)
63053200	Flexible intermediate bulk containers, for the packing of goods, of synthetic or man-made textile materials	217.1	403.6	85.9%
39021000	Polypropylene, in primary forms	393.1	293.6	-25.3%
39076190	Polyethylene terephthalate: Other primary form	269.7	354.5	31.4%
39232990	Sacks and bags, incl. cones, of plastics (excl. those of polymers of ethylene): Other	123.3	205.5	66.6%
67030010	Human hair, dressed, thinned, bleached	99.4	300.3	202.2%
39269099	Articles of plastics and articles of other materials of heading 3901 to 3914, n.e.s: Other	94.1	173.5	84.4%
39012000	Polyethylene with a specific gravity of $\geq 0,94$ , in primary forms	181.7	111.6	-38.6%
39014010	Linear low-density polyethylene, in which ethylene monomer unit contributes less than 95 % by weight of the total polymer content	135.8	124.5	-8.3%
90011000	Optical fibres, optical fibre bundles and cables (excl. made-up of individually sheathed fibres of heading 8544)	78.4	168.2	114.7%
48239019	Decorative laminates	66.2	111.2	67.9%
39206220	Plates, sheets, film, foil and strip, of non-cellular polyethylene terephthalate, not reinforced, laminated, supported or similarly combined with other materials, without backing, unworked or merely surface-worked or merely cut into squares or rectangles: Flexible, plain	96.5	106.0	9.8%
39269080	Articles of plastics and articles of other materials of heading 3901 to 3914: Polypropylene articles, nes	63.4	116.4	83.7%
39202020	Plates, sheets, film, foil and strip, of non-cellular polymers of ethylene, not reinforced, laminated, supported or similarly combined with other materials, without backing, unworked or merely surface-worked or merely cut into squares or rectangles: Flexible, plain	95.9	142.5	48.6%
39232100	Sacks and bags, incl. cones, of polymers of ethylene	55.0	86.0	56.4%
39076990	Polyethylene terephthalate: Other primary form	64.9	123.0	89.6%
59039090	Textile fabrics impregnated, coated, covered or laminated with plastics other than polyvinyl chloride or polyurethane: Other	43.5	93.4	114.8%
39239090	Articles for the conveyance or packaging of goods, of plastics: Other	55.6	70.5	26.8%
39069090	Acrylic polymers, in primary forms (excl. polymethyl methacrylate): Other	34.1	145.5	326.4%
39202090	Plates, sheets, film, foil and strip, of non-cellular polymers of ethylene, not reinforced, laminated, supported or similarly combined with other materials, without backing, unworked or merely surface-worked or merely cut into squares or rectangles: Other	45.6	79.9	75.2%

90015000	Spectacle lenses of materials other than glass	41.4	54.5	31.5%
39011010	Linear low-density polyethylene, in which ethylene monomer unit contributes 95 % or more by weight of the total polymer content	66.0	41.9	-36.5%
54072090	Woven fabrics of strip or the like, of synthetic filament, incl. monofilament of $\geq 67$ decitex and with a cross sectional dimension of $\leq 1$ mm: Other	32.9	58.2	76.7%
39206290	Plates, sheets, film, foil and strip, of non-cellular polyethylene terephthalate, not reinforced, laminated, supported or similarly combined with other materials, without backing, unworked or merely surface-worked or merely cut into squares or rectangles: Other	44.6	55.6	24.5%
39046100	Polytetrafluoroethylene, in primary forms	39.0	68.0	74.2%
90183930	Cannulae	37.1	37.8	1.9%
39219099	Plates, sheets, film, foil and strip, of plastics, reinforced, laminated, supported or similarly combined with other materials, unworked or merely surface-worked or merely cut into squares or rectangles: Other	44.0	47.1	6.9%
39011020	Low density polyethylene	58.0	49.7	-14.3%
39219096	Plates, sheets, film, foil and strip, of plastics, reinforced, laminated, supported or similarly combined with other materials, unworked or merely surface-worked or merely cut into squares or rectangles): Flexible, laminated	43.0	36.9	-14.2%
96081019	Ball-point pens	32.3	39.0	20.9%
39241090	Tableware and kitchenware, of plastics: Other	25.3	42.4	67.7%
39072090	Polyethers in primary forms (excl. polyacetals): Other	36.7	18.8	-48.7%
56074900	Twine, cordage, ropes and cables of polyethylene or polypropylene, whether or not plaited or braided and whether or not impregnated, coated, covered or sheathed with rubber or plastics	27.0	47.1	74.3%
95030030	Toys of plastics	26.3	45.2	72.0%
39199090	Self-adhesive plates, sheets, film, foil, tape, strip and other flat shapes, of plastics, whether or not in rolls $> 20$ cm wide: Other	36.7	36.9	0.5%
39219094	Plates, sheets, film, foil and strip, of plastics, reinforced, laminated, supported or similarly combined with other materials, unworked or merely surface-worked or merely cut into squares or rectangles: Flexible, metalised	34.6	38.0	9.9%
39206919	Plates, sheets, film, foil and strip, of non-cellular polyesters, not reinforced, laminated, supported or similarly combined with other materials, not worked or only surface-worked, or only cut to rectangular, incl. square, shapes: Other	30.3	39.0	28.7%
96032100	Tooth brushes, incl. dental-plate brushes	23.8	36.6	53.7%
59031090	Textile fabrics impregnated, coated, covered or laminated with polyvinyl chloride: Other	17.8	29.5	65.8%
39023000	Propylene copolymers, in primary forms	44.8	29.7	-33.8%

39140020	Ion-exchangers based on polymers of heading 3901 to 3913, in primary forms: Ion exchangers of polymerisation	27.0	30.9	14.6%
39119090	Polysulphides, polysulphones and other polymers and prepolymers produced by chemical synthesis, n.e.s., in primary forms: Other	20.4	26.4	29.5%
39204900	Plates, sheets, film, foil and strip, of non-cellular polymers of vinyl chloride, containing by weight < 6% of plasticisers, not reinforced, laminated, supported or similarly combined with other materials, without backing, unworked or merely surface-worked or merely cut into squares or rectangles	24.0	27.1	12.9%
39241010	Tableware and kitchenware, of plastics: Insulated ware	13.8	29.1	111.0%
39129090	Cellulose and chemical derivatives thereof, n.e.s., in primary forms (excl. cellulose acetates, cellulose nitrates and cellulose ethers): Other	22.5	27.9	23.8%
39095000	Polyurethanes, in primary forms	22.4	30.0	33.8%
39235010	Stoppers, lids, caps and other closures, of plastics: Caps and closures for bottles	18.7	29.0	54.8%
39206929	Plates, sheets, film, foil and strip, of non-cellular polyesters, not reinforced, laminated, supported or similarly combined with other materials, not worked or only surface-worked, or only cut to rectangular, incl. square, shapes: Other	18.4	30.0	63.0%
54072030	Woven fabrics of strip or the like, of synthetic filament, incl. monofilament of $\geq 67$ decitex and with a cross sectional dimension of $\leq 1$ mm: Dyed	8.3	19.3	132.3%
39073010	Epoxy resins	13.6	47.5	248.6%
39011090	Polyethylene with a specific gravity of $< 0,94$ , in primary forms: Other	19.3	33.3	72.4%

Source: Ministry of Commerce & Industry, Government of India



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## Export Marketing & Why it so Important

Export marketing focuses on marketing your product in other countries instead of your own. Although it applies strategies that are similar to domestic marketing, export marketing tends to be more challenging, since you must appeal to different cultures, ideals and tastes. Laws and regulations are also different from place to place. Export marketing may entail a greater risk and effort and may require substantial financial resources.

Whether you are a newcomer to international business or an established exporter looking for newer opportunities, having a clearly defined export strategy is paramount.

### Building Your Export Marketing Strategy

Building your export marketing plan is a work in progress that you will have to modify continuously. As you develop it, consider the following questions:

- What is the nature of your industry?
- Who are your target customers?
- Where are they located?
- What is your company's marketing strategy?
- What products or services do you plan to market?
- How will you price your products and services?
- Which segment of the market will you focus on?
- Does your marketing material accurately convey the quality and value of your products or services and the professionalism of your company?

Take sufficient time to collect background information on the consumer demand, competitive landscape, local import laws, customs requirements and other important factors in the target market.

### Finding the Right Demand for your Product

It is not enough to zero in on a country with the highest requirement for your product. You have to make sure demand is consistent and the market is growing. Again, ask yourself:

- Does the importing country produce what I export?
- If not, could they start producing it any time soon?
- Is demand there subject to seasonal trends?
- Has demand been consistent or grown in recent years?
- Can the importing country get the same product from a rival supplying country more easily?

It is important to think long-term. Instead of focusing on the top importing country, you might want to consider a country with a comparatively smaller market but with the potential for more growth in the future.

### Pricing Strategy

A key challenge for an exporter is to decide on the right price for their product. This price must be reasonable, yet competitive. A high price can be competitive if it comes with a high product quality, prompt delivery, specialised packaging and added benefits. Many factors affect the profitability of an export product, such as:

- The price a foreign buyer is willing to pay for your product
- Additional costs that can increase the price of your export product, such as freight, clearing and forwarding, terminal handling, loading and unloading, packaging, marking and labelling, insurance, guarantee/warranty, and marketing
- Factors that can reduce the price of your export product, such as customs and excise duty refunds, export assistance schemes, export credit facilities
- The price offered by a rival supplier for the same product



You may have to tailor your marketing and pricing objectives to certain markets (e.g. developing nations). There are several pricing strategies available:

- Static pricing – charging the same price to all customers
- Flexible pricing – adjusting prices for different types of customers
- Full cost-based pricing – covering both fixed and variable costs of the export sale
- Marginal cost – covering only the variable costs of production and exporting, while you pay overhead and other fixed costs out of domestic sales
- Penetration pricing – keeping your price low to attract more customers, discourage competitors and gain quick market share
- Price skimming – pricing the product high to make optimum profit among high-end consumers while there is little competition

After you've determined your costs and chosen your pricing strategy, establish a competitive price for your product or service that gives you an acceptable profit margin.

## Finding buyers for your export business

Once you've settled on a market for your export product, the next step is to find buyers within this market. There are both online and offline ways to find foreign buyers. Being members of the internet generation, let's look at the online options first:

### Online methods

**Website:** The first step is to set up a website for your business. Make it attractive and professional and include regularly updated information about your products and manufacturing processes. Using search engine optimisation (SEO) will ensure your website pops up on Google whenever a relevant search request is made by potential buyers in your target country. Search Engine Marketing and Google Search Console are other tools at your disposal to increase your website's visibility.

**Social media:** A presence on Facebook, Twitter, Instagram, YouTube, LinkedIn and Reddit can help you reach out to a global audience. You can join a Facebook group that matches buyers and sellers and offers trade tips.



**Email marketing:** Send out newsletters, sales promotions and exclusive deals and offers to potential buyers via email. An email is unexpectedly effective. It has a better chance of being seen than a social media post. You can build your own email list or buy a database of importers and stores. Spamming is not okay.

**B2B websites:** Registering with business-to-business (B2B) websites such as Alibaba, Global Sources, DHgate, Made in China, Tradewheel and iOffer is another effective way of becoming visible to a wide customer base. These platforms attract millions of buyers and sellers.

**FIEO GlobalLinker:** The FIEO GlobalLinker connects sellers and buyers allowing exporters to set up their online stores and develop a digital catalogue that can be accessed by buyers across the world. Additionally, it uses AI to identify businesses that might be interested in what you export.

### Offline methods

**Trade fairs and expos:** You can make a trip to a trade fair in your target country. Many countries host several trade fairs a year and these attract hundreds of thousands of buyers and sellers. If flying to another country is too much trouble, India hosts many trade fairs and expos that attract international buyers. Because you deal with buyers in person, trade fairs are a great way of forming long-term relationships.

**Export promotion bodies:** India has 14 Export Promotion Councils and five Commodity Boards under the Ministry of Commerce and Industry. Exporters can take their help to find foreign buyers. These bodies provide information and organise delegation visits to various countries so you can explore market opportunities or participate in trade fairs there.

**Chambers of commerce:** Chambers of commerce or trade associations can be a source of information about importers for your product in your chosen country. Alternatively, you can become a member of a chamber. This means your company is registered on the chamber's website, which helps you gain visibility among buyers.

**Third-party agencies:** Third-party agencies can help you find buyers, generate sales for your product and guide you through language and cultural barriers. Third-party agencies can be:

- Foreign agencies – State-sponsored trading companies that import goods for their country in bulk. There are different agencies for different products.
- Buying agents – Bulk buyers looking to import from your country. Some of them work for foreign agencies. Information related to foreign agencies and buying agents can be found at the importing country's embassy in your country.
- Foreign wholesalers – Bulk buyers who resell the imported products in their country. They, thus, work as middlemen. Dealing with them instead of government-controlled foreign agencies might be quicker, though margins might be smaller.
- Commission agents – Foreign agents who connect the above mentioned foreign wholesalers with goods suppliers in other countries for a commission.



**Market research companies:** When entering a new market, information is key. Market research companies, specialise in market research and studies. You can pay them for information specific to your product or industry or for the directories of importers in a particular country.

## Verifying Your Buyer

After you've decided on a buyer, simple checks with the help of a few agencies (government and third-party), buyer verification is both doable and highly recommended.



Some step by step recommendations include:

- Google check, going through their social media accounts (Facebook, Instagram, LinkedIn, etc) and the buyer's website.
- Ask your potential buyer to furnish certain documents, including but not limited to their import-export licence and certificate of membership of a government trade body (Export Promotion Council, for example).
- Contact the commerce wing of the Indian embassy in the buyer's country and request a buyer verification. Send documents, certificates and licences provided by the buyer for the embassy to check buyer's credit history through local connects.
- ECGC provides credit insurance to Indian exporters as protection against non-payment and through its overseas network, will check the credit worthiness of the buyer.

Apart from government agencies, reputed private companies also conduct buyer verifications for a fee. Dun and Bradstreet and Bureau Veritas are two such firms that specialise in credibility reports.



## Secure Your Payments

ECGC offers Indian exporters export credit insurance. An export credit insurance plan can cover up to 95% of your invoice value and protect you against risk of non-payment. Should your foreign buyer default on payment due to a specific risk mentioned in your plan, your insurance will cover you.

## Conclusion

A calculated and aggressive marketing strategy is essential to export marketing. To implement export marketing correctly, you must do it in correct stages to ensure export sales growth. According to Export.gov, it is vital for a company's international business plan to define where it stands relative to potential markets, and to clearly lay out its objectives for them. A strategic action plan focuses marketing targets by collecting and analyzing relevant information, accounting for restrictions, and laying out the steps for an action approach. A company must formulate obtainable objectives, as well as a corresponding timetable to make them reality, and maintain the flexibility to adjust objectives if conditions change.



## Bureau of India Standards and What it Means

For the first time the BIS is looking to regulate the quality of polymers in India for their safe use as raw materials and production of finished products from them with high quality standard.

To address the growing concern over the accumulation of plastic waste, the Bureau of Indian Standards (BIS) has published 2 significant standards – ISO 14534 and ISO 14535. Due to changing lifestyles, an increase in income levels, rising population and the consequent high demand for plastics, the Indian plastic industry is growing by leaps and bounds. The growth rate of the industry in India @ 16% per annum is one of the highest in the world compared to China and the UK.

The mandatory BIS quality standard is applicable for producers of polyethylene (PE) material for moulding and extrusion. The standard will apply to high density polyethylene (HDPE), low density polyethylene (LDPE) and linear low density polyethylene (LLDPE). Articles manufactured for exports are exempted from any quality standards under the current BIS laws. However, overseas importers of plastics products would have to obtain a licence from the Foreign Manufacturers Certification Department for a standard mark to verify that their products conform to the new BIS quality standard.



While concerns have been raised over mandatory quality norms for raw materials in India when the world is focusing on standardization of finished products, it needs to be understood that in the absence of regulations and any proper quality norms, polymers extracted from the imported plastics scrap are sold to the industry, resulting in poor quality output of finished products, i.e. plastics toys, kitchenwares etc. This is in addition the

unused poor quality plastics being dumped in landfills. While the implementation of the norms fast approaches, Plexconnect brings you some of the commonly asked question about acquiring your BIS licence.



## Frequently Asked Questions

### What is a Licence?

Licence means a licence granted under Section 13 of BIS Act 2016 to use a specified Standard Mark in relation to any goods or article which conforms to a standard.

### For which products is BIS Licence compulsory?

Products are brought under compulsory certification by the Central Government as per the provision of BIS Act, 2016 or other Acts. Detail of products which are covered under compulsory BIS certification is available at <http://bis.gov.in/index.php/productcertification/products-under-compulsory-certification/> If your product is in this list, it is compulsory for you to get a BIS licence for it.

### What are the requirements for a manufacturer to obtain a licence?

For obtaining BIS licence, the manufacturer must have requisite manufacturing infrastructure, appropriate process controls, quality control and testing capabilities for the product as per relevant Indian Standard (ISS). The product shall also conform to all requirements laid down in the ISS.

### How does BIS grant the licence?

The Bureau grants the licence based on successful assessment of the manufacturing infrastructure, process controls, quality control and testing capabilities of the manufacturer

through a visit to its manufacturing premises. Conformity of the product to the relevant standard(s) is also established through third party laboratory testing or testing in the manufacturing premises or a combination of both.

### How can I apply for a BIS Licence to use the ISI mark on my product?

BIS accepts application for product certification in on-line mode only (including all payments). To submit your application, please visit our online portal, [www.manakonline.in](http://www.manakonline.in). Before registering in the portal, you are advised to go through applicant user manual, FAQs related to portal at <https://www.manakonline.in/MANAK/impLinks>

### Are there technical guidelines for products under Product Certification Scheme for BIS?

Yes, the technical guidelines are available for all the products covered under Product Certification Scheme as 'Product Manuals'. Product manuals include sampling guidelines, list of test equipments, Scheme of Inspection and Testing (SIT), description of scope etc. To search the desired Product Manual, please follows the web link: [www.bis.gov.in](http://www.bis.gov.in)>> Conformity Assessment >> Product Certification>> Product Specific Guidelines >> Product Manuals.

In case product specific guidelines and/or marking fee for your product is not defined, it is possible that you are the first manufacturer to apply for a BIS licence for new product. However, you will still be able to obtain BIS licence as per Scheme I of BIS (Conformity Assessment) Regulation, 2018. Basic principles and procedure for grant of licence will remain the same in such a case also with specific relaxation as provided in Guidelines for Grant of licence. BIS will interact with you throughout the certification process to define the product specific guidelines and marking fee rate. This will be called 'All India First Licence'

### Can I submit one application for different products and Indian Standards (ISS) manufactured at the same factory?

No, separate application for each product and ISS is required to be submitted even for same factory location. Also, in case one product is manufactured in different factory locations, separate application for each factory location is required to be submitted, even if the product and ISS is same.

### Where can I get my products tested for grant of the licence?

The test reports which are issued by only BIS or BIS recognized or empanelled laboratory for the product are acceptable for grant of a licence under option-2. To know details of laboratory for testing of a particular product, please visit [http://164.100.105.198:8096/bis\\_access/iswise\\_v2.html](http://164.100.105.198:8096/bis_access/iswise_v2.html)

### **What is the duration of validity of the test reports?**

The test reports of the product shall not generally be more than 90 days old. For complete details please visit [www.bis.gov.in](http://www.bis.gov.in)>>Conformity assessment >> Product Certification >> Certification process >>Guideline for Grant of Licence.

### **How much does it cost to get a Certification licence?**

The application is required to be submitted with an application fee of Rs. 1000. An inspection fee of Rs. 7,000 per man day is required to be paid before preliminary inspection visit by BIS. After evaluation and decision to grant the licence is taken by BIS, the applicant is required to deposit annual licence fee of Rs. 1000 plus the minimum marking fee specified for the product. The marking fee for each product is specified in Annexure I of Scheme I of BIS (Conformity Assessment) Regulations, 2018 as amended by BIS (Conformity Assessment) Amendment Regulations, 2020.

### **How long does it take to get a product certification licence?**

Average time taken for grant of licence under option-2 is generally one month and under option-1 four months from the date of receipt of complete application and its recording. It may vary for reasons like delay in response to queries raised, if any; organizing inspection(s); sample deposition, and fee dues, etc.

### **What is the validity of the product certification licence?**

BIS certification under Scheme-I may be granted initially upto two years which is valid only for the varieties mentioned in the licence. For extension of validity, application with requisite fee and documents under the existing licence is required to be submitted. Licence may be renewed up to five years from the last date of validity of licence.

Renewal of licence is required to be requested through online portal “manakonline” and is available through dashboard of the licence holder. Renewal application with production details for the relevant period (to calculate the actual marking fee), and the relevant fee is required to be submitted through online for renewal as per the period of renewal opted.

### **Does BIS carry any regular surveillance of my licence?**

After grant of licence to a manufacturer, BIS carries out surprise factory surveillance inspections through visit to the factory by certification officers of BIS or by person-

nel of the Agents appointed by BIS as per Rule 33 of BIS Rules, 2018. During such visits, it is verified that the manufacturer continues to maintain the manufacturing infrastructure, process controls, quality control and testing capabilities and conformity of the product to the relevant standard(s). Testing of the product samples in factory is also witnessed during such visits.

Sample of ISI marked product is also drawn from the factory for verifying conformity to relevant ISS through third party laboratory testing. BIS also carries out market surveillance through purchase of samples of ISI marked product for verifying conformity of the product to relevant ISS through third party laboratory testing.

### **I already have a BIS licence for my product as per ISS in my factory. Can I use it on all varieties of products being manufactured in the factory?**

No, one licence is granted by BIS for one product/one Indian Standard (however, the licence may cover more than one variety/grade/size etc. specified/covered in the standard). The products and its varieties on which Standard Mark can be used is mentioned in the “Scope of licence” granted to you. It cannot be used for other product varieties not covered in the scope. However, you can get the scope of licence changed (inclusion or deletion of varieties) with reference to the standard against which licence has been granted and as per applicable relevant guidelines.

For change in the existing scope of product licence (addition/ deletion of varieties), please visit: [www.bis.gov.in](http://www.bis.gov.in)>>Conformity Assessment >>Product Certification >> Certification process >>Guideline for Change in Scope of Licence.

### **Do I need a licence for a product that is under compulsory list, but is being exported only?**

Generally, products meant for export are exempted from the ambit of Quality Control Orders (QCOs). However, before you decide, it is advised to confirm from the respective QCO which are available at BIS website and at websites of respective ministries/organizations. You may also contact respective ministries on this issue.

### **Do importers need a BIS licence for products that come under the mandatory category?**

BIS licence is granted to a manufacturer not an importer. If your product is covered under mandatory certification, the manufacturer in foreign country will be required to obtain a licence from BIS under Foreign Manufacturers Certification Scheme (FMCS) of BIS



## POLYMER PRICE TRACKER (DOMESTIC MARKET) AUGUST 2021

<b>High Density Polyethylene (HDPE)</b>			<ul style="list-style-type: none"> <li>• HDPE prices moved up by Rs 3000 per MT in August 2021 after an increase of Rs 3000 per MT in July 2021. Prices had fallen by Rs 3000 per MT in June 2021.</li> <li>• In August 2021, HDPE prices were hiked by Rs 1000 per MT in the first week, Rs 1000 per MT in the second week, and Rs 1000 per MT in the last week.</li> </ul>
Jun-21	July-21	Aug-21	
<b>Linear Low-Density Polyethylene (LLDPE)</b>			<ul style="list-style-type: none"> <li>• LLDPE prices moved up by Rs 4500 per MT in August 2021 after an increase of Rs 4500 per MT in July 2021. Prices had fallen by Rs 1000 per MT in June 2021.</li> <li>• In August 2021, LLDPE prices witnessed a rise of Rs 1500 per MT in the first week, Rs 2000 per MT in the second week, and Rs 1000 per MT in the last week.</li> </ul>
Jun-21	July-21	Aug-21	
<b>Low Density Polyethylene (LDPE)</b>			<ul style="list-style-type: none"> <li>• LDPE prices moved up by Rs 5500 per MT in August 2021 after an increase of Rs 3500 per MT in July 2021. Prices had fallen by Rs 5000 per MT in June 2021.</li> <li>• In August 2021, LDPE prices were hiked by Rs 1500 per MT in the first week, Rs 3000 per MT in the second week, and Rs 1000 per MT in the last week.</li> </ul>
Jun-21	July-21	Aug-21	
<b>Polypropylene (PP)</b>			<ul style="list-style-type: none"> <li>• PP prices moved up by Rs 4000 per MT in August 2021 after an increase of Rs 3500 per MT in July 2021. Prices had fallen by Rs 6000 per MT in June 2021.</li> <li>• In August 2021, PP prices increased by Rs 2000 per MT in the first week and Rs 2000 per MT in the last week. Thereafter no changes were announced.</li> </ul>
Jun-21	July-21	Aug-21	
<b>Polyvinyl Chloride (PVC)</b>			<ul style="list-style-type: none"> <li>• PVC prices moved up by Rs 11000 per MT in August 2021 after an increase of Rs 1000 per MT in July 2021. Prices had fallen by Rs 10000 per MT in June 2021.</li> <li>• In August 2021, PVC prices increased by Rs 2000 per MT in the first week, Rs 4000 per MT in the second week, and Rs 5000 per MT in the last week.</li> </ul>
Jun-21	July-21	Aug-21	

Source: Industry, Plexconcil Research



# Sunglasses

Sunglasses are a form of eyewear that protect the eyes from the sun and its harmful ultraviolet radiation, and also serve as a fashion accessory – the latter being a more popular usage. Sunglasses are available in an assorted range and variety of styles, shapes, sizes, and colours. They are broadly classified into two categories: non-polarized or polarized. A rise in disposable income is generally known to have a strong correlation with the demand for Sunglasses. The product is classified under Subheading 900410 of the Harmonized System (HS) of Coding.

World-wide import of Sunglasses is between USD 5-6 billion per year.

- In 2020, top-5 exporting countries of Sunglasses were: Italy (39.3%), China (22.3%), Hong Kong (10.3%), United States of America (5.3%), and Germany (4%).
- Likewise, top-5 importing countries of Sunglasses were: United States of America (22.9%), Hong Kong (10%), Italy (7.1%), France (6.1%), and Germany (5.6%).

In 2020-21, India exported 0.71 million Sunglasses valued at USD 8.05 million to the world. Canada was the single-largest export destination for export of Sunglasses from India.

Destination Country	Value (USD Mn)	Destination Country	Qty. (Pieces)
Canada	3.07	Canada	194,578
France	1.13	Nepal	110,645
Italy	0.70	United Kingdom	83,882
United Kingdom	0.61	Netherlands	62,410
Netherlands	0.60	France	42,818
China	0.38	Sudan	26,620
Australia	0.26	China	23,666
Hong Kong	0.24	Australia	18,734
Germany	0.23	South Africa	18,690
Singapore	0.18	Italy	17,862

Source: Department of Commerce, Govt. of India, Plexconcil Research

India is also an importer of Sunglasses. In 2020-21, India imported 45.0 million Sunglasses valued at USD 33.2 million from the world. China was the major source for India's imports.

Source Country	Value (USD Mn)	Source Country	Qty. (Pieces)
China	24.61	China	44,297,006
Italy	4.06	Hong Kong	303,235
Hong Kong	1.77	Italy	153,366
United States of America	0.69	United Arab Emirates	101,554
Singapore	0.48	Taiwan	70,499
Switzerland	0.46	Uzbekistan	52,279
Taiwan	0.20	United States of America	14,515
Uzbekistan	0.17	Singapore	9,708
France	0.15	Vietnam	9,600
United Arab Emirates	0.10	Germany	8,349

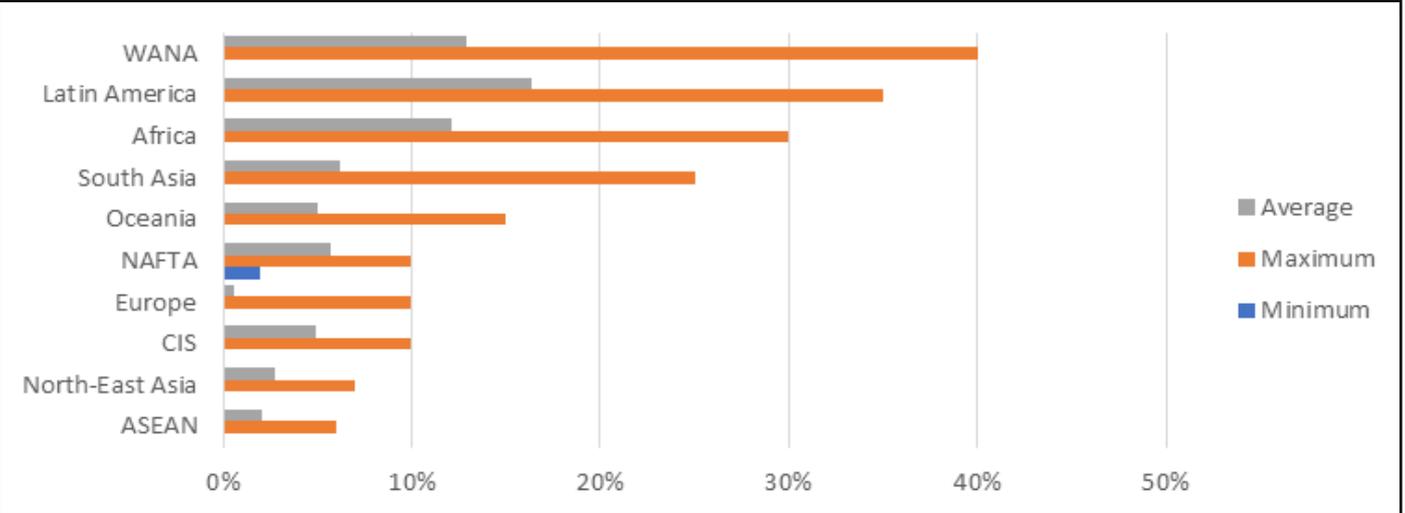


Indian firms dealing in Sunglasses have immense potential to export to destinations like United States of America, United Kingdom, Japan, Canada, South Korea, Australia, European Union.

There is zero customs duty applicable on import of Sunglasses from India in the European Union, United Kingdom and Japan due to Generalised Scheme of Preferences Scheme; and in South Korea due to India-Korea Comprehensive Economic Partnership Agreement.

Unfortunately, countries in WANA, Latin America, Africa, Oceania, NAFTA and CIS do not accord any preferential treatment to sunglasses exported from India due to which the average customs duty faced on these products is high.

Effective tariff applied by various regions on import of Sunglasses from India



Source: Market Access Map, Plexconcil Research

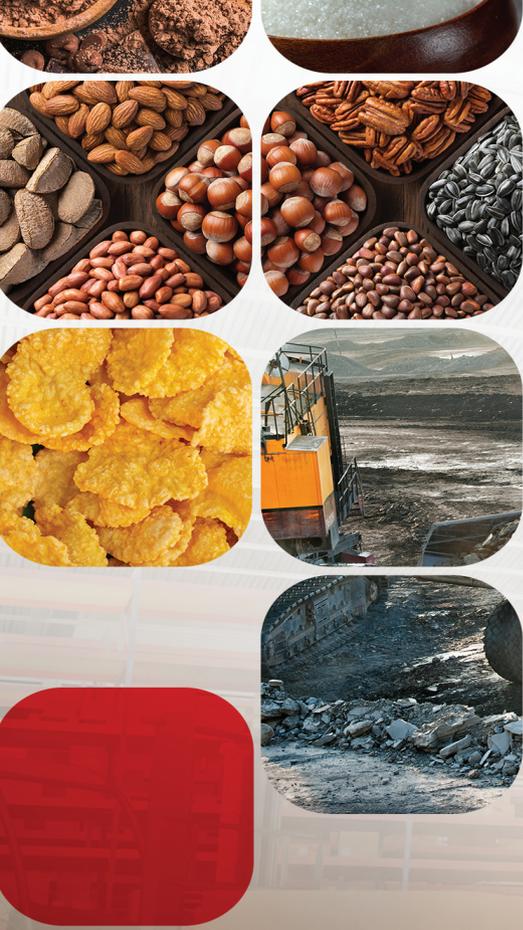
## Global **Sunglasses** Market

OPPORTUNITIES AND FORECAST,  
2021-2027

Global Sunglasses Market is expected to reach **\$18.1 Billion** by 2027.

Growing at a **CAGR of 4.2%** (2021-2027)





# Global, Reliable and Strong Solution Partner





## Tapping India's Future Export Potential - DGFT's District as Export Hub

The 'District Export Hub' is an initiative of the Union Ministry of Commerce and Industry launched in coordination with DGFT and State and UT Governments for formulation of the Robust District Action Plan. The initiative will form an important component of the new trade policy envisaging tapping of the potential of each district of the country to help them to emerge as export hubs.

The scheme intends to boost export potential of the districts by identifying products and export clusters in each district through the District Level Export Committees. This new approach not only de-centralizes the planning process but puts the local producers and manufacturers at its centre.

### REFORM – WHY IS IT NEEDED?

The foreign trade today constitutes 45% of India's GDP. Special focus and dedicated attention need to be paid to India's export promotion in its economic policies to leverage trade for higher sustained growth.

Given the diverse elements that contribute towards enabling a conducive foreign trade environment, requires States to be engaged actively in the export promotion activities.

The call of the Hon'ble Prime Minister of India to convert each district into export hubs redirects focus towards making Districts as active stakeholders in promotion of exports of goods/services produced/manufactured in the District.

Such decentralizing will boost local production, fill existing trade gaps and make Districts active stakeholders in driving export growth of local products/services.



The initiative will enable MSMEs, farmers and small industries to get benefit of export opportunities in the overseas markets and shift focus on District led Export Growth for self-sufficiency and self-reliance. It would attract investment in the District to boost manufacturing and exports and provide ecosystem for Innovation/use of Technology at District level to make the exporters competitive.

It will also help reduce transaction cost for the exporter at various stages of export cycle and generate employment in the District.

The focus on Districts will provide platforms for wide and global reach of products and services from the district through E-commerce and Digital marketing.

## APPROACH – DECENTRALISING EXPORT PROMOTION

Every District has products and services which are being exported, and can be further promoted, along with new products / services, to increase production, grow exports, generate economic activity and achieve the goal of Atma Nirbhar Bharat, Vocal for local and Make in India. Department of Commerce, through Directorate General of Foreign Trade (DGFT) is working with the State / UT Governments in a phased manner to achieve this objective.

*In the initial phase, product/services (GI products, agricultural clusters, toy clusters etc.) in 725 districts with export potential in each District have been identified and institutional mechanism in the form of State Export Promotion Committees (SEPC) at the state level and District Export Promotion Committees (DEPCs) at the district level are being created to provide support for export promotion and to address the bottlenecks for export growth in the Districts. The District-wise export data is now being generated by the ICEGATE/DGCIS to track the export performance from each District.*

## INSTITUTIONAL MECHANISM IN DISTRICTS

- District Export Promotion Committees (DEPCs) to be constituted in each District.
- DEPCs may be headed by DM/Collector/DC/District Development Officer of the District and co-chaired by designated DGFT Regional Authority.
- All key officers related to agriculture, horticulture, livestock, fisheries, handicrafts, handlooms and industry in the district and the Lead Bank Manager along with key Export Promotion Councils, Quality and Technical Standards Bodies, Government of India departments like MSME, Heavy Industry, Revenue and Textiles will be part of the DEPC.
- DEPC will focus on the specific actions required to support local exporters / manufacturers in producing exportable products in adequate quantity and with the requisite quality, and reaching potential buyers outside India.
- District Export Promotion Committees have been notified in the Districts of all the States except West Bengal.



## NOTIFYING THE ACTIONABLE TARGETS

- The District Export Action Plans will include clear identification of products (goods and services) with export potential in the District.
- The plan may include institutional/other responsibilities, specifics of policy, regulatory and operational reform, and infrastructure/utilities/logistics interventions required across the entire chain from producer/farm to the export destination,
- It will also include identifying bottlenecks/Issues in GI production, registration, marketing and its exports.
- The plan will also include the support required by the local industry in boosting their manufacturing and exports from the production stage to the exporting stage.
- Draft District Export Action Plans have been prepared by DGFT RAs in 451 Districts.

## WHAT WILL BE THE IMPACT?

- Districts as Export Hubs is the first such initiative of Government of India which tries to target export promotion, manufacturing and employment generation at grass root level.
- The initiative aims at significantly increasing the manufacturing and exports from urban areas while focusing on generating interest and economic activity in the rural hinterland and small towns in the country to push new businesses to export.
- Coordinated and synergized effort towards trade and export promotion would enhance manufacturing activities, promote goods and services exports, sup-

port MSMEs and local artisans/craftsmen, broaden coverage of e-commerce linkages with Districts, promote GI products, improve logistics & agricultural sectors and support employment opportunities in the Districts, leading to wide-ranging economic benefits, including investment, manufacturing & export growth.

- The creation of institutional framework in the form of SEPC and DEPC will further consolidate the efforts for export promotion and trade facilitation through single window to provide accessible information and support to exporters.
- The implementation of District Export Action Plans will lead to improvement in trade logistics and infrastructure, information dissemination among local business to scale up and start exporting.
- The quantifiable targets identified in the DEAPs will guide the various government agencies both at the Center and the State/UT to work collectively to resolve issues faced by the exporters of the District.

In the next 3 to 5 years, it is targeted that export growth of double digits is registered from 500 Districts of the country, with significant growth in the exports of identified products/services from each District.



#### WAY FORWARD

DGFT has developed a “Developing Districts as Export Hubs” Portal to monitor the progress under this initiative. A database of all potential exporters in each District will be developed and an interface with the Indian Missions abroad will be built to provide them access to exporters in each District for them to market it outside India and find potential buyers.

DGFT’s District Export hub portal will be developed to further assist local industry to seek information specific to the products identified in the District and showcase their products.

State/ UTs Government will be assisted by DGFT in preparing an annual “Export Ranking Index” of different districts in a particular State/ UT to rank each district on its export competitiveness.

A “District as Export Hub” Mobile App for easy access of Export related information under this initiative is also being planned.



## International News

### Starlinger Producing New White rPET Material

Starlinger Viscotec, a division of the Austrian machinery supplier Starlinger & Co GmbH, has developed a new material to make packaging for dairy and hot-fill products fully recyclable. rPET100 is said to combine the environmental advantages of recycled PET with easy material processability.

Food packaging for applications like dairy, hot drinks, instant soups, and ready-meals must withstand higher temperatures during the production process. Additionally, dairy products require packaging with optimal light and gas barrier for longer shelf life. The new rPET100 sheet combines these benefits and adds new ones: it is heat resistant, made from mono-material, and its white color protects the product from UV light. Once used, the packaging can be 100% recycled because it contains no other polymer additives.

The company says this rPET100 material is an alternative to single-use cups made from materials like polypropylene (PP) or polystyrene (PS). Another key aspect is that brands can use up to 100% recycling content with rPET100.

Converters who run Starlinger Viscotec equipment can reportedly manufacture rPET100 sheet without making changes to the set-up of their installation. The company claims that packaging manufacturers appreciate the material properties of the rPET100 sheet, which achieves high output with only minor adjustments to the thermoforming set-up.

Source: ptonline.com

### Solvay Expands Thermoplastic Composite Capacity

Solvay Specialty Polymers has completed the installation of a new thermoplastic composites (TPC) manufacturing facility at its Greenville, S.C. site. A key driver for the world-class facility is growing demand from energy companies, supported by increasing aerospace and automotive demand. The project represents a major milestone in Solvay's efforts to industrialize its TPC capacity.



The new product line will have the ability to manufacture unidirectional composite tape from a range of high-performance polymers including PVDF, PPS and PEEK. Upon full commercialization of the Greenville facility, the new line will add more than 30 positions at the 27,000-sq.ft. facility. Solvay will be uniquely positioned with proprietary technologies enabling the company to position the right product for the right application. Solvay's TPC portfolio includes Evolite carbon fiber reinforced thermoplastics, which offer reliability and low-

er total cost of ownership in markets such as energy and automotive, and APC tapes, which offer significant weight and cost advantages in aerospace and urban air mobility applications.

Said Mike Finelli, president of Solvay's growth platforms. "The TPC solutions that will be manufactured in our Greenville facility will help our energy, aerospace and automotive customers achieve better environmental responsibility by making cars and planes lighter, thereby reducing emissions. Our new capacity and differentiated technologies will allow us to expand with our customers as TPCs gain momentum in a growing number of applications and play an important role in the energy transition."

The Greenville facility is part of a series of recent strategic investments in line with the Group's commitment to build the infrastructure required for the growing TPC market. Other recent commitments to the industry include Solvay's addition of capacity for TPC tape in Anaheim, Calif., two new R&I centers in Belgium and Alpharetta, Ga., and Solvay's membership in the TPRC consortium.

Source: ptonline.com

### **Injection Moldable PEEK-Based Compound Promotes Osteo-Integration of Implants**

German chemicals company Evonik and Swiss plastics processor Samaplast have collaborated in the development of an osteo-conductive PEEK-based material compatible with injection molding. Spinal implant prototypes have been molded to illustrate the processing properties of the new high-performance polymer, VESTAKEEP Fusion.



Until now, it has been virtually impossible to manufacture implants from polymer compounds with bioactive particles by injection molding, because a thin polymer layer usually forms on the surface, preventing the implant from growing in, explained Evonik in a press release. VESTAKEEP Fusion's specially configured micro-particles and their homogeneous distribution, however, allow the formation of functional biphasic calcium phosphate (BCP) additives on the surface of injection-mold-

ed components. The additives allow bone cells to adhere to the implant more quickly and promote osteo-integration between the bone and implant.

"Implant manufacturers were missing a PEEK material that fuses with bone cells and, thus, accelerates healing," said Marc Knebel, Head of the Medical Systems Market Segment at Evonik. "We are closing this gap in the market with VESTAKEEP Fusion and offering an alternative to titanium, stainless steel, or cobalt-chromium implants."

Initially offered in granule form and as semi-finished products, VESTAKEEP Fusion can be milled, compression molded, extruded, and injection molded, said Evonik. The compound was optimized for injection molding in close cooperation with Samaplast AG.

"We tested VESTAKEEP Fusion on injection molding machines in the cleanroom and found that it was very easy to process," said Samaplast CEO Stefan Okle in a prepared statement. "Thanks to the excellent exchange with Evonik, we were able to produce a prototype within 10 days." Previously, tool development alone had taken eight to 10 weeks. With rapid prototyping, this process can be shortened considerably.

To demonstrate the medical potential of the technology, Evonik and Samaplast have produced prototypes of intervertebral implants, known as cages or spacers, which are used to fill the disc space in the spine following its removal due to disc degeneration. "We have produced a cage that contains all the details, such as serrations, threads, and apertures, that are relevant for spinal implants," explained Okle.

Thanks to the design freedom afforded by injection molding, VESTAKEEP Fusion-based cages can be tailored to patient-specific anatomies and different surgical techniques. The cage models show the design diversity in the interlocks and in the cavities for ossification. In addition, the design facilitates instrument guidance during surgery and enables minimally invasive, patient-friendly surgical techniques.

With VESTAKEEP Fusion, Evonik is introducing a new product line of next-generation PEEK-based implant materials that accelerate bone fusion and convalescence. In vitro studies document a more than 30% increase in cell attachment and cell proliferation, according to Evonik. In preclinical tests, histological examination reveals a dense network of newly formed osteoblasts at the bone-implant interface. Bone histo-morphometry shows an approximately twofold increase in bone apposition. Moreover, pull-out tests demonstrate a more than twofold increase in implant fixation, said the company.

Evonik is also developing a 3D-printable VESTAKEEP Fusion filament that can be processed via additive manufacturing using fused filament fabrication technology. Evonik will present the VESTAKEEP Fusion biomaterial during the EUROSPINE trade show in Vienna on Oct. 6 to 8, 2021.

Source: Plastics Today

## Is the Plastic Pallet Boom Beginning?

Nearly two billion pallets are circulating in the United States, and most of them are made of wood. But companies increasingly are recognizing the value of long-lasting, low-maintenance plastic pallets.

Before I joined the business-to-business publishing world and had only a vague understanding of the supply chain, I was completely baffled by the number of “pallets for sale” signs on the highway from Los Angeles into the Central Valley via Bakersfield. Is there a bustling market for pallets just outside of LA, I wondered, or is it code for some illegal activity? I know better now. There are nearly two billion pallets circulating in the United States, according to a recent article in Forbes, and most of them are made of wood. But the glory days of wooden pallets may be dimming, thanks to a perfect storm of a spike in demand and soaring lumber costs, not to mention health concerns. The beneficiary? Plastics.



The global plastic pallet market is projected to reach a value of \$10.4 billion by 2028, expanding at a 5.6% compound annual growth rate from 2021 to 2028, according to a report from Grand View Research. Demand for contamination-free shipping and a greater appreciation of the long-term cost benefits of plastic pallets are driving this growth, according to the report.

Plastic pallets can be easily cleaned with high-pressure jet spray and demand minimal maintenance. Wood pallets, on the other hand, are highly susceptible to moisture and pose a risk of sheltering bacteria, pests, or fungi, which can damage stacked food and pharmaceutical goods. In the age of COVID-19, that has taken on even greater significance, at least in the public mind.

While plastic pallets are more expensive than wooden pallets, the cost differential eroded as the price of lumber soared in the past year. Since reaching record levels in the spring, the price of lumber has fallen considerably and is back at the lower end of its historical spectrum, according to Fortune. However, plastic pallets are typically made from durable polymers, such as polypropylene (PP) and high-density polyethylene (HDPE), and will significantly outlast wood pallets. When making a cost comparison, the long-term service life of plastic pallets is a considerable asset in their favor, but it can also be a liability.

Because of their relatively high cost, plastic pallets are attractive to thieves. Misplacing or losing them also hurts the bottom line. Forward-thinking pallet suppliers have a solution — integrating RFID tags and other technologies that allow efficient tracking of the skids.

In the plastic pallet space, HDPE currently has the largest market share by revenue — 68.2% — owing to its sturdiness, availability, and low cost compared to PP, according to Grand View Research.

Source: Plastics Today

## Evian Debuts PET Bottle Made with 100% Recycled Plastic

French bottled water company Evian appropriately chose Recycle Week, which runs from Sept. 20 to 26 this year, to move farther along in its journey toward achieving circularity by 2025. In partnership with Loop Industries, Evian has developed a prototype bottle that is made entirely of recycled PET. Dubbed Evian Loop, the bottles will be rolled out at commercial scale in South Korea in 2022. They will be introduced in other markets at a future date, said Evian in the news release.



The Evian Loop bottle is made from plastic waste with little to no value that is broken down into its constituent monomers, which are purified and repolymerized into Loop PET plastic. The technology developed by Loop Industries reportedly can endlessly recycle all manner

of PET plastic waste, from gym bags to flip flops as well as ocean, colored, and opaque plastics.

Loop Industries came under some scrutiny last year. In October 2020, *Plastics Today* reported on Hindenburg Research, which calls itself a “forensic financial research” company, questioning some of the claims made by Loop Industries. Hindenburg Research notably characterized the company as “smoke and mirrors with no viable technology” based on revelations by former employees.

Evian, which has partnered with Loop Industries for four years, clearly isn’t among the sceptics. The Evian Loop milestone, it adds, will bring it one step closer to its 2025 circularity objective, by which time it has pledged to make all of its plastic bottles from 100% recycled plastic, with the exception of the caps and labels.

Source: *Plastics Today*

### **ALPLA taking over Spanish bottle manufacturer Plastisax**

The ALPLA Group is taking over Spain-based bottle manufacturer Plastisax S.L., which produces plastic bottles for the cosmetics, home and personal care sectors. The takeover will enable an increased use of recycled material in production operations and a strengthening of the circular economy in the region.

With the purchase of Plastisax S.L., ALPLA is consolidating its market position in eastern Spain and expanding its production capacities mainly for packaging solutions made from HDPE. A smaller product area also includes bottles made of PET. Extrusion blow moulding and stretch blow moulding are used as production technologies. The company has 58 employees who will be taken over by ALPLA.



Marc de Voogd, General Manager, France and Iberia at ALPLA, said: “With the integration of Plastisax into our group, we are expanding our customer base and improving our geographical footprint to serve our re-

gionally based customers even better. With the new location near Alicante, we are now very well positioned along the Mediterranean coast in addition to the existing plants near Barcelona and Valencia.” ALPLA plans to increasingly manufacture products with a high proportion of post-consumer recycling material in the new plant. “Plastisax already offers its customers sustainable packaging made from recycled HDPE and recycled PET as well as bio-based PE. ALPLA has significant experience in these fields and is able to provide recycled material from its own plants,” de Voogd added.

In autumn 2019, ALPLA bought two HDPE recycling companies near Barcelona and Valladolid. They ensure the supply of the production facilities in the region with PCR and contribute to strengthening the local bottle-to-bottle circular economy cycle.

Source: Interplas Insights

### **Low-leakage couplers – for flawless and reliable temperature regulation in cleanrooms**

Absolute cleanliness is required in production under cleanroom conditions such as in the food or pharmaceutical industries. Of course, perfect cleanliness is also essential for temperature regulation. The new low-leakage couplers from Meusburger provide the optimal foundation for this.

#### *Flat-face valve and o-ring seal*

The new E 25... low-leakage couplers have a flat-face valve on both sides. This ensures that no empty space is created when decoupling so no media can escape, which allows for clean production and user safety. The long pilot guarantees complete sealing and durability, and thanks to the O-ring seal on the fitting, the coupler can be screwed in clean and quick - without any thread sealant at all.



*Various styles available*

The low-leakage couplers are available with hose or quick-fit nozzle and with thread in straight and 90 degree angled versions, available in the common nominal widths DN6 and DN9. Couplers with convenient one-hand operation engage automatically. The minimal pressure drop is due to the optimised flow geometry.

*High-Temperature Version Usable Up To 220° C*

The standard version is already equipped with special sealing for water up to 150° C and oil up to 200° C. The threaded version is also available in a high-temperature version with a turquoise ring for identification. The special FKM seals installed in them are specially designed for hot water up to 180° C and tempering oil up to 220° C and are extremely durable. This guarantees optimal process safety in the production.

Source: Interplas Insights

## Flex Films Launches Metallic Polyester Ultra-high Barrier Film 'F-UHB-M' for Aluminium Foil Replacement

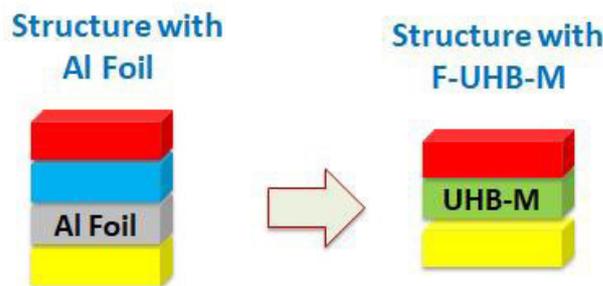
Flex Films, the global film manufacturing arm of flexible packaging giant UFlex, has launched its new avant-garde patented BOPET high barrier film F-UHB-M, designed to replace aluminium foil in flexible packaging applications. To be manufactured in Flex Films Kentucky plant and supplied across the world, F-UHB-M addresses challenges of the Converting Industry that has relied for long on aluminium foil for packaging despite several of its limitations including material availability, high material cost, weak integrity, propensity for in-use pinhole formation and difficulty in recycling.

Image: film

With its new specially formulated bi-axially oriented, polyester (BOPET) structure, F-UHB-M comes with superior gas and water barrier while achieving one of the lowest oxygen and moisture barrier values (0.1 cc/ m<sup>2</sup>-day & 0.1 gm/m<sup>2</sup>-day respectively) and industry-leading metal adhesion of 1200 gm/25mm that aids improvement and extension of product shelf-life. Barrier performance is retained after incorporation of F-UHB-M into a multi-layer laminate structure demonstrating excellent handling, machinability and resistance to pin-hole formation.

Flex Films' novel film offers a thickness of 12 microns and coating technology together with a very high optical density is compatible with a wide range of inks and adhesives, has better machinability and handling during processing, generates lesser scrap during pro-

duction, comes with good flex crack resistance, has 20% increased puncture resistance vs BOPET grades, an advanced in-line inspection mechanism in place to ensure consistency in barrier properties; and far less pinhole density than aluminium foils making it less susceptible to gases and water vapour leakages. All of these lend the new BOPET film a strong competitive edge and makes it suitable for a whole host of flexible packaging applications, particularly the ones dominated by laminate comprising of aluminium foil, placing it among the best in packaging film industry.



Besides superior barrier performance and bond strength, F-UHB-M offers multiple benefits for customers ranging from cost efficiency, higher sustainability quotient to efficient use in logistics and e-commerce. One of the biggest challenges that the packaging film industry faces today is reducing food wastage through enhanced shelf-life of food products yet reducing packaging material consumption through laminate rationalization. F-UHB-M helps Converting industry move from a 'difficult to recycle 4-ply laminate structure with aluminum foil' to a 'much simpler, easily recyclable 3-ply laminate structure with F-UHB-M film' without compromising on barrier performance, thus helping the customer achieve reduced laminate weight and lesser cost with minimized carbon footprint.

While the new high barrier film's protective oxygen and moisture barrier system helps lock in flavours and aroma of food products for longer than those of products packaged in aluminium foils, the high metal bond strength ensures no delamination making the laminate a lot more secure and packed product safe and retain quality. These advantages come in very handy for e-commerce industry for which transporting products long distances in a safe and efficient way, without any damages, to their consumers is the name of the game.

As against traditional aluminium foils, the materials cost of F-UHB-M is less impacted by price fluctuations, allowing the customer to make better cost forecasts. With a better yield per unit area, F-UHB-M will prove to be a highly cost-effective film.

The film which is FDA compliant has been made to suit customer needs for applications in medical packaging; packaging for dried and powdered items like dried meats, coffee, yeast, snacks and nuts; energy drinks packaging; vacuum insulated panels; bag-in-box and many more.

Source: Packaging 360

### Fakuma 2021: BASF to showcase sustainable plastics solutions

BASF will be showcasing a large number of sustainable plastics solutions from October 12-16 at the 27th Fakuma in Friedrichshafen, Germany.



Together with customers and partners, BASF has set itself the goal to contribute to a circular economy in which raw materials are conserved, plastic waste is reduced and materials can develop their full potential during use.

Alternative drives, electromobility and CO<sub>2</sub> emission reductions are the defining topics in the automotive industry. Many solutions demonstrate the potential of BASF's versatile engineering plastics and polyurethanes. From high-voltage connectors and bus bar holders to electromagnetically shielded housings, a wide range of innovative eMobility applications will be shown.

In addition, engine and transmission mounts are presented, that lead to savings in production, but also contribute to optimized acoustic experiences - thanks to improved processing methods.



For the first time, BASF presents a new flame-retardant Ultramid grade (PA66) that expands the portfolio of color-stable, tailor-made engineering plastics for use in electric cars. The newly developed material combines color stability (available in orange RAL 2003) and mechanical strength in an innovative way and is thus able to meet the technical requirements the market demands.

BASF has developed an Ultradur grade (PBT/ Ultradur B4040 G11 HMG HP green 75074) that can be co-extruded with PVC and is now available with a significantly improved property profile. With this new Ultradur, PVC window profiles can be mechanically stiffened in the co-extrusion process. Compared to stiffening with steel, the profile is lighter, can be produced more cost-effectively without sacrificing stability and has an improved insulation value.

With the innovative portfolio of Ultradur FC grades (PBT) for coffee capsules, BASF now offers customized, sustainable materials tailored to customer needs. Together with the basic material Ultradur B1520FC R01, further product-specific features and services are offered, which can be used individually or combined by the customer as desired.

In addition to the conventional PBT grades, ChemCycling and Biomass Balance types are also offered, which lead to significant CO<sub>2</sub> savings.

The PBT portfolio also includes Ultradur B6560 M2 FC TF, the world's first PBT for the extrusion of films and thermoforming of food packaging. The mono-material exhibits excellent barrier properties, enables mechanical recycling and thus a closed material loop. Together with Illig, one of the largest manufacturers of thermoforming machines and a partner of BASF, the outstanding processability was confirmed in actual tests.

Ultrason (PAES) opens up a wide range of applications in the household, automotive and E&E industries. At Fakuma, BASF is exhibiting different water and baby bottles to demonstrate the processing and design possibilities Ultrason® offers for safe, stable and stylish bottles. For the automotive and E&E industries, new materials have been developed that show high tracking resistance (CTI), enabling innovative components for electric vehicles and E&E applications.

With Ultramid Advanced N (PPA), BASF offers a high-performance alternative to aluminum die-cast components in fuel cell engines for buses and delivery vehicles. A thermostat housing and a manifold on the stand demonstrate the excellent thermal and chemical resistance of BASF's PPA, its outstanding mechanical properties, high impact strength as well as good dimen-

sional stability and stable long-term performance.

With Elastollan N (TPU), BASF is showcasing its bio-based thermoplastic polyurethane, which has the same outstanding performance profile as equivalent fossil-based Elastollan grades. The grade with renewable raw materials also boasts good mechanical properties such as excellent tensile strength and elongation combined with high UV and aging resistance.

Source: Indian Chemical News

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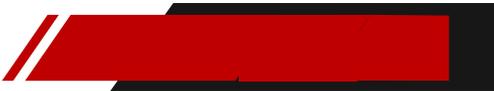


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**CPCL begins work on new refinery, petchem complex in Tamil Nadu**

Chennai Petroleum Corporation Limited (CPCL) along with IOCL is installing 9 MMTPA grass root refinery project at an estimated investment of Rs. 31,580 Crores at Nagapattinam, Tamil Nadu. The project is planned to be completed in 45 months' time.

Chief Minister of Tamil Nadu handed over the Government Order (GO) for acquisition of 606 acres of Land Parcel adjoining the existing refinery site, at Nagapattinam to SM Vaidya, Chairman, IOCL in the presence of Arvind Kumar, Managing Director, CPCL and other Directors of CPCL on 03rd Sep'21.

Immediately after the receipt of GO, CPCL awarded contracts amounting to Rs. 1,538 Crore to Project Management Consultants M/s. Engineers India Limited (EIL), McDermott and Tata Consulting Engineers (TCE).

Engineering discussions were kick started with all the three consultants from last week at CPCL Corporate Office in Chennai. Top management team of EIL led by CMD Vartika Shukla attended the Kick-Off meeting. Similarly, Managing Director & his team from McDermott and President & his team from TCE also attended this important meeting. During the meetings, the essence of working as an integrated team comprising of 3-Cs (Client-Consultant-Contractor) was stressed upon by Arvind Kumar, CPCL to achieve the common goal of project completion well before the scheduled time with 100% compliance to safety.

Procurement & Engineering activities for the project have already commenced and site activities will now gain momentum. The project will act as a catalyst for

development of downstream Petrochemical and ancillary industries.

Source: Indian Chemical News

**Grace licenses Unipol technology for GAIL's PDH/PP project in India**

The 500 KTA polypropylene plant, located in Usar, Maharashtra, India, will be the first PDH and PP plant in India

W. R. Grace & Co., the leading independent supplier of polyolefin catalyst technology and polypropylene (PP) process technology, has licensed its UNIPOL PP process technology to GAIL (India) Ltd, India's principal gas transmission and marketing company under the Ministry of Petroleum and Natural Gas.



The 500 KTA polypropylene plant, located in Usar, Maharashtra, India, will be the first PDH and PP plant in India. It is also the largest single-line UNIPOL PP process technology capacity that Grace has licensed in India.

This is GAIL's second UNIPOL PP process technology license, continuing to show the confidence in Grace to

deliver value even through the COVID-19 pandemic.

Laura Schwinn, President of Grace's Specialty Catalysts business said, "We are honored to be the technology of choice for the first PDH-PP plant in India. We know that our UNIPOL PP Process Technology and our catalysts will provide GAIL with the edge they are looking for in the Indian market. We are committed to their success through the services and solutions that we offer for the lifetime of the plant and we look forward to seeing their business grow and flourish in the years to come."

Grace's all gas-phase UNIPOL PP process technology delivers technology, innovation, and services for plant lifetime performance. The versatile process technology provides the broadest range of PP homopolymers, random copolymers, and impact copolymers in the industry. The UNIPOL PP process technology is a state-of-the-art engineering technology that achieves mechanical and operational simplicity and delivers leading total installed cost and operating expense, accelerated project schedules, fast startups, grade transitions, and business results. The process technology, coupled with Grace's proprietary catalyst and donor systems and the UNIPOL UNIPPAC Process Control System, allows for maximum performance.

All UNIPOL PP process technology licensees can take advantage of Grace's strong long-term commitment to ensure their success through support which includes continuous process and product improvements, access to superior catalysts and donor technology, and on-going global technical support for the lifetime of the plant.

Source: Indian Chemical News

## Srichakra Polyplast Commissions India's First Food-Grade Plastic Recycling Facility

Srichakra Polyplast (Srichakra), a leading plastic recycling and waste management company, today announced the official commissioning of its upgraded facility, the first of its kind in India to produce food-grade quality recycled polyethylene terephthalate (PET) pellets. The company has also commissioned its new polyolefins recycling facility which can produce deodorized bottle-to-bottle grade quality polyolefin pellets. The company has invested more than US\$10 million to strengthen its recycling capabilities, which allow it to offer the highest grade of recycled plastic to customers in India and global markets such as Europe and the United States.

Srichakra's world-class facility features US Food and Drug Administration-approved technology provided by Starlinger, the world's leading technology provider for high quality plastic recycling, which expands the com-

pany's capacity to become the largest solid state polymerized (SSP) PET processor in India.



As the first premium food-grade quality recycling facility in India, the higher quality recycled plastics Srichakra can produce include: food-grade quality PET pellets, which can be used to produce food and beverage packaging such as water, carbonated soft drink and juice bottles as well as takeaway containers; and high quality deodorized polyolefin pellets, which can be used in home and personal care product packaging such as lotion, shampoo and detergent bottles.

Ravindra Venkata, CEO and Co-founder of Srichakra, said, "Our approach at Srichakra is focused on using leading-edge technology to create reliable, high-quality materials that help brand-owners reduce their use of virgin plastic. The new, world-class technology that we have commissioned for operation today not only enables us to produce food-grade quality recycled plastic for customers, but also gives locally-sourced plastic a new life, preventing it from entering the environment.

"We're proud to be the first in India to achieve this standard and continue our work towards making the world a better place by cleaning up the environment."

According to the United Nations Development Programme India, the country generates approximately 15 million tonnes of plastic waste every year but only one fourth is recycled. While more than 10 percent of this plastic waste is PET and up to 90 per cent is recycled, the recycled material is generally not high quality, resulting in low levels of circularity. Food-grade recycled plastic is close to virgin plastic in quality, allowing Srichakra to overcome one of the barriers to the development of the circular economy in India and positively impact the recycling value chain.

"Srichakra is a true pioneer of the circular economy in India, and we are proud to be its technology suppliers,"-

said Paul Niedl, Commercial Head of Starlinger recycling technology. “With the new Starlinger PET bottle-to-bottle recycling line with SSP treatment, Srichakra has expanded its scope of products into the important field of food-grade rPET. With these high-quality products Srichakra will set new standards for the Indian plastics recycling industry.”

Rob Kaplan, CEO and Founder of Circulate Capital which invested in Srichakra in December 2020, commented, “The milestone today sets a new benchmark for the recycling and waste management industry in India. Srichakra’s enhanced capability and capacity allows it to capture an even greater economic value in plastic while advancing the circular economy and helping to solve the plastic waste issue. As a strategic investor in Srichakra through the Circulate Capital Ocean Fund, we are excited about the opportunities the new facility offers for scaling growth and impact.”

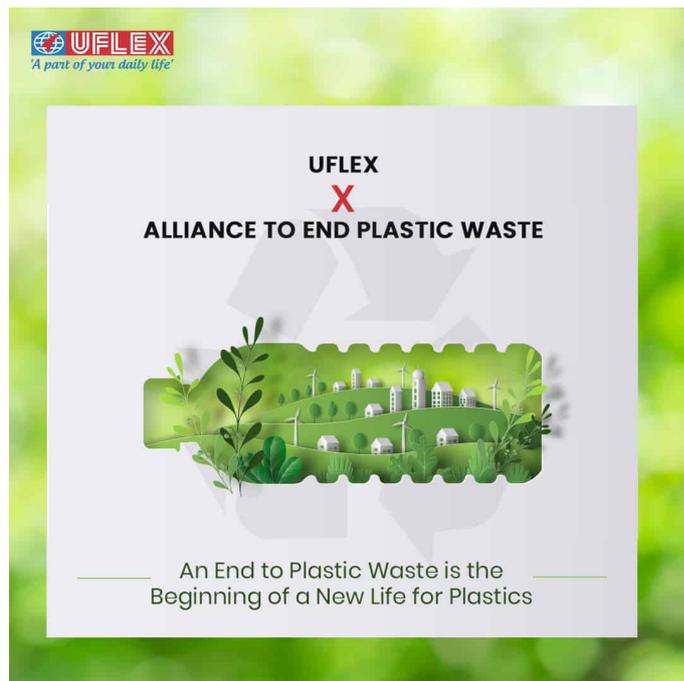
In addition, the investment has allowed Srichakra to grow its team two-fold to employ 200 workers from local communities. It has also provided upskilling opportunities for employees through training with the Starlinger technology and team.

Srichakra is currently in conversations with multiple global fast-moving consumer goods companies regarding offtake agreements and expects to further increase capacity across its operations.

Source: Packaging 360

### **UFlex Joins Alliance to End Plastic Waste to Strengthen its Global Mission of Building a Circular Plastic Economy**

UFlex, India’s largest flexible packaging company and a global leader in polymer sciences has become a member of Alliance to End Plastic Waste (Alliance), a global non-profit organization with a mission to eliminate plastic waste in the environment. UFlex’s steadfast commitment to tackle the problem of plastic waste and its expertise to derive solutions and technologies that help recover and recycle post-consumer plastic waste and help plastic find a purpose beyond its original use, has earned it a membership berth with the Alliance. Through this affiliation, UFlex aims to contribute to and guide the Alliance and its members about sustainability practices that it has been following for years to mitigate plastic waste issues, thus globalising these practises as also to learn and implement universally accepted practices. With support from the Alliance, UFlex also intends to promote and drive sustainable actions within the regions where it is present as a packaging company.



Founded in 2019, Alliance today has convened a global network of corporations, project partners, and supporters across the plastics value chain. The Alliance undertakes joint initiatives with member organizations across the world to minimize and manage plastic waste in the environment. Towards this, it adopts a quadrangular approach to take collective actions which includes- Development of infrastructure for collection and management of plastic waste; Innovation and creation of new technologies to advance a circular economy for plastic waste; Education and engagement with various stakeholders to mobilize action towards meaningful solutions; and Clean-up of areas by working with partners to address plastic waste at source.

As an industry leader in building sustainable flexible packaging solutions, UFlex values conservation of planet over profits and believes in the approach of 4Rs to tackle the challenge of reducing stock and flow of plastic waste in the environment, i.e. – Reduce plastic at source by manufacturing and using films made from PCR | Recycle via upcycling and downcycling of MLP (multi-layered plastic) and PET bottles | Reuse as source substitution via Pyrolysis | Return to the planet in the form of biomass, if the plastic waste remains uncollected.

The organisation has been working on upholding the utility of plastic in the economy for over three decades, when recycling was still an undiscovered concept. It was the first company in the world, ahead of others in developed economies, to recycle mixed plastic waste for which it earned recognition at the Davos Recycling Forum in 1995. It has been recycling its own and partner companies’ industrial plastic waste since then.

Under its global sustainability initiative 'Project Plastic Fix', in early 2020 UFlex extended its efforts to include post-consumer plastic waste by setting up lines, at its plant in headquarter city Noida, to recycle as well as up-cycle post-consumer MLP mixed plastic waste and PET bottle waste into PCR grade packaging films (PCR PET & PCR PE) and injections moulding equipment. UFlex is scaling up its recycling infrastructure with the commissioning of similar facilities in Mexico and Poland to repurpose plastic waste coming from households locally. Moreover, it is developing enzyme based biodegradable solution that converts uncollected plastic waste into biomass.

UFlex is in the process of investing and has invested of late close to 10mn USD towards various initiatives undertaken at its overseas and Indian plants to repurpose plastic waste; and as a Board Member of the Alliance, remains committed towards investments to support the Alliance define its programs for reducing mismanaged plastic waste and help achieve the common agenda to keep plastic waste out of the environment. Towards this, UFlex will direct its resources, expertise and investments to deliver innovative sustainable packaging materials that address the issue of plastic waste; and implement effective waste management and recycling systems.

Source: Packaging 360

## Manjushree Technopack Buys Packaging Company Classy Kontainers

Advent International backed Manjushree Technopack Limited (MTL), one of India's largest packaging companies, on Monday announced the acquisition of Classy Kontainers, India's largest custom-molded rigid packaging supplier, for an undisclosed sum to further consolidate its presence in the fast growing segment. However, sources familiar with the transaction, said MTL paid around Rs 350-Rs 400 crores for the target. This will be the second acquisition by Manjushree after Pearl Polymers last September.



As per the transaction, the proposed acquisition will give Manjushree access to all production units of Classy Kontainers – located in five cities and serve the latter's existing clients in the paints, adhesives, speciality Chemicals and FMCG segments.

"The acquisition is in line with our aggressive, inorganic growth and business diversification plans," Sanjay Kapote, MD & CEO of Manjushree Technopack Limited, said. "It will allow us to consolidate our position as leaders in the rigid-packaging sector and diversify our presence into new rigid packaging market segments. Given our success in acquisitions till date, we expect a seamless integration of Classy Kontainers with the rest of the MTL group."

With over 40 years of packaging expertise in India, MTL caters to the packaging requirements of the FMCG, F&B, homecare, personal care, agrochemicals, pharmaceutical, and liquor industries. With a manufacturing capacity of 1,90,000 MT per annum and a turnover of around Rs 1200+ crore, MTL is amongst the top mid-sized companies in India.

Classy Kontainers has a production capacity of more than 12,000MT polymer processing, specializing in HDPE & PP packaging.

"MTL's technological strength, product range and geographical spread, coupled with Classy Kontainers' robust business will help us deliver complete packaging solutions to our customers in the future. Post-closing of the transaction, the promoters will continue to work with MTL to ensure smooth transition and future business growth," Kapote added.

Source: Packaging 360

## Govt. to pay incentive dues of ₹56,000 cr. in relief to exporters

The Centre will release ₹56,027 crore in the current fiscal to disburse all pending export incentives. In a release on Thursday, the government said the benefits will be disbursed to more than 45,000 exporters, of which 98% are MSMEs.

"This amount includes claims relating to MEIS, SEIS, RoSL, RoSCTL, other scrip-based schemes relating to earlier policies and the remission support for RoDTEP and RoSCTL for exports made in the 4th quarter of FY 20-21," it said.

Total disbursements will include ₹33,010 crore for MEIS, ₹10,002 crore for SEIS, ₹5,286 cr for RoSCTL, ₹330 crore for RoSL, ₹2,568 crore for RoDTEP, and ₹4,831 crore for other legacy Schemes like Target Plus. This amount is over and above the duty remission amount of ₹12,454

crore for the RoDTEP scheme and ₹6,946 crore for RoSCTL scheme already announced for exports made in this fiscal.

Merchandise exports for April-August 2021 rose 67% to almost \$164 billion from a year earlier, marking a 23% growth over 2019-2020. Clearing all pending export incentives in this fiscal “will lead to even more rapid export growth in coming months,” the release said.

For merchandise exports, all sectors covered under MEIS, such as pharma, iron and steel, engineering, chemicals, fisheries, agriculture and allied sectors, auto and auto components will be able to claim benefits for exports made in earlier years.

Service sector exporters may claim SEIS benefits for 2019-2020, for which ₹2,061 crore has been provisioned. Exporters should file claims relating to earlier years by December 31. An online portal will soon be enabled to accept MEIS and applications, the release said.

Source: The Hindu

### TN Govt releases Export Promotion Strategy 2021

Tamil Nadu has an estimated untapped export potential of Rs 1.6 lakh crore (\$22 billion) and there is a need for sector-specific export-oriented intervention to accelerate overall export growth, according to the Tamil Nadu Export Promotion Strategy 2021. The five-year strategy was unveiled by Chief Minister MK Stalin on Sept 22 as TN targets a \$1 trillion economy by quadrupling its exports in nine years.

Drawing a comparison to ‘Made in India’ products that are available across the globe, the State should work towards ensuring ‘Made in Tamil Nadu’ products, too, are on par with them, said Stalin, unveiling the strategy at the Tamil Nadu Exports Conclave, held as a part of events commemorating the 75th anniversary of Indian Independence.

Meanwhile, 24 memoranda of understanding (MoU) were signed which would provide investments worth Rs 2,120 crore and 41,695 jobs. Among them, 14 MoUs pertain to export-oriented units with a cumulative investment of Rs 1,880.54 crore creating 39,150 jobs, and the remaining 10 are on behalf of the MSME department, with a Rs 240 crore investment, providing 2,545 jobs.

The investments have been made in textiles, chemicals, IT/ITES, steel, leather apparels, and general manufacturing sectors, at various locations in Chennai, Kancheepuram, Tirupattur, Krishnagiri, Madurai, Salem, Tiruchy, Thanjavur, Thoothukudi, Dindigul, and Tirunelveli districts, ‘ensuring a balanced growth across the State’.

Stating that TN will adopt a two-pronged approach — export promotion and export diversification — to achieve its aim of a \$1 trillion economy by 2030, the CM said TN stood at number three in India with Rs 1.93 lakh crore exports, taking 8.97 per cent share in national exports. “We should not be satisfied with this. The export percentage should go up every year,” said Stalin.



*Industries asked to find new avenues for export*

The State is setting up an Export Promotion Council under the Chief Secretary to boost exports, said the Chief Minister, while also urging the industry to tap new avenues for exports, including electric vehicles, batteries, renewable energy, aerospace, food processing, and electronics, for the same. TN is also looking at developing two economic employment enclaves, in Mannaselore and Thoothkudi, in one phase.

The CM also highlighted that the State has identified 10 export hubs where infrastructure projects will be strengthened by reimbursing 25 per cent of the project cost, subject to a ceiling of `10 crore per hub. The idea, as per the strategy, is to decentralise export potential to develop districts as export hubs and generate jobs. Besides, the MSME Trade and Investment Bureau (M-TIPB) has also signed a pact with Flipkart/ Walmart and the Indo German Chamber of Commerce (IGCC).

The MoU with IGCC will facilitate linkages, interacting, technology collaboration programmes, and export opportunities for MSMEs in the State. Official sources said this will boost MSME skills and make them globally competitive, thereby helping them get a higher value for their products. The MoU with Flipkart deals with promotion of e-commerce among MSMEs through a supplier development programme.

The Chief Minister also released an MSME Exporters Handbook and gave land allotment orders to the first two companies for an exclusive park, catering to the needs of the polymer industry, in Voyalur near Ponneri. Also, Ranjit Pratap, chairman of Indo-German Chamber of Commerce, along with the German consul general, signed an MoU with the State government to upskill MSMEs in the State to help them produce goods meet-

ing international standards. Meanwhile, the Cotton Corporation of India has handed over a letter to Stalin to set up cotton depots. This comes after the CM cancelled the one per cent market cess on cotton and waste cotton.

Source: New Indian Express

## Ford closure will hit us hard, say MSMEs

Over 50 micro, medium and small enterprises (MSMEs) from across the State who supply materials and components to Ford gathered in Chennai to present details on how their production would be impacted due to the car maker's decision to cease manufacturing at its plant in Maraimalai Nagar, Chennai.

T.M. Anbarasan, Minister for Rural Industries, was present at the Tamil Nadu Small Industries Development Corporation Ltd (Sidco) office to listen to the woes of the MSME units.



The MSME owners whom The Hindu spoke to said that on an average they would lose anywhere between ₹50 lakh and ₹4 crore a month depending on the volume (the number would vary for each unit depending on the component they supplied). Data provided by heads of various MSME units shows that around 15% of production directly goes to Ford and the remaining 85% is supplied to other companies who add these parts to the components that they make and supply to Ford. S. Nargunam, Managing Director of Excel Die Castings, which is housed inside the Sidco Industrial Estate, Thirumudivakkam, said, "We are the manufacturers of aluminium pressure die castings and have been supplying mirror assembly parts to Ford company as Tier-2 (through tier-1) for the past ten years. Because of Ford's decision, we will be losing orders to the tune of ₹2.28 crore for the year 2021-22."

Dilsen Auto Components, which makes plastic injection moulding products will see a loss of ₹10 lakh-₹12 lakh per month due to Ford's decision to wind up. It's proprietor Sudharsan said that they were supplying 30,000-40,000 pieces per month to the tier-1 company for the past 10 years. A Chengalpattu-based unit which makes air ducts through blow moulding process said that 50% of its annual production goes to Ford and the revenue impact would be a loss of ₹1 crore per month. Ranipet based PM Techno Pvt Ltd, which makes combination switches and gear shifters for the car maker, would be losing business to the tune of ₹18 lakh to ₹20 lakh per month. "We make child parts and send it to our Tier 1 firm and from there certain products are exported," said M.Ellai Arasan, the firm's director of New Products Development.

After listening to the concerns, the Minister said that he would take all these issues to the notice of Chief Minister M.K. Stalin.

About 75 big companies and more than 200 small and medium companies are involved in the production and supply of spare parts indirectly/directly to Ford. Meanwhile, the Chennai Ford Employees Union is still in talks with the management on the future of the 2,600 employees working at the plant.

Source: The Hindu

## Why become a Plexconcil Member?

Established since 1955, the Plastics Export Promotion Council, PLEXCONCIL, is sponsored by the Ministry of Commerce and Industry, Department of Commerce, Government of India. PLEXCONCIL is a non-profit organization representing exporters from the Indian plastics industry and is engaged in promoting the industry exports.

The Council is focused on achieving excellence in exports by undertaking various activities and initiatives to promote the industry. The Council undertakes activities such as participation at international trade fairs, sponsoring delegations to target markets, inviting foreign business delegations to India, organising buyer-seller meets both in India and the overseas etc.,

The Council also routinely undertakes research and surveys, organizes the Annual Awards to recognize top performing exporters, monitors the development of new technology and shares the same with members, facilitates joint ventures and collaboration with foreign companies and trade associations as well as represents the issues and concerns to the relevant Government bodies.

The Council represents a wide variety of plastics products including – Plastics Raw Materials, Packaging Materials, Films, Consumer Goods, Writing Instruments, Travel ware, Plastic Sheets, Leather Cloth, Vinyl Floor Coverings, Pipes and Fittings, Water Storage Tanks, Custom made plastic Items from a range of plastic materials including Engineered Plastics, Electrical Accessories, FRP/GRP Products, Sanitary Fittings, Tarpaulins, Laminates, Fishing Lines/Fishnets, Cordage/Ropes/Twines, Laboratory Ware; Eye Ware, Surgical/Medical Disposables.

### Membership Benefits

- Discounted fees at International Trade Fairs and Exhibitions
- Financial benefits to exporters, as available through Government of India
- Disseminating trade enquiries/trade leads
- Instituting Export Awards in recognition of outstanding export performance
- Assistance on export financing with various institutions and banks
- Networking opportunities within the plastics industry
- Listing in PLEXCONCIL member's directory

The Plastics Export Promotion Council added the following companies/firms as new members during August 2021. We would like to welcome them aboard!

Sr. No	Name of the Company	Address	City	Pin	State	Director Name	Email
1	Airking Industries	Survey No.214, Plot No.5, Opp. Raviraj Plastic, B/H. Perfect Weigh Bridge, Veraval (Shapar),	Rajkot	360024	Gujarat	Shailesh Raghavbhai Sangani	airkin-gcrowncaps@yahoo.com
2	Aria Stationery	Ground Floor, Shop No. 04, Hitesh Palace, Vapi Daman Main Road, Nani Daman	Daman & Diu	396210	Dadra & Nagar Haveli And Daman & Diu	Mahesh More	shipping@arias-tationery.in
3	B Medical Systems India Private Limited	Premise Number 2, Ground Floor, Girikunj Building, 71 Ns Road, Marine Drive,	Mumbai	400020	Maharashtra	Amit Baveja	Amit.Baveja@bmedicalsystems.com
4	Banka Biolo Limited	A-109 Express Apartments, First Floor, Niloufer Hospital Road, Lakdi Ka Pool,	Hyderabad	500004	Telangana	Namita Banka	info@bankabio.com
5	Filmtec Solar Private Limited	Survey No. 1847/1/1, Village: Dungri, Khadki Dungri Road,	Pardi	396185	Gujarat	Uday Vinodchandra Desai	uday@filmtec.in
6	Ganesha Ecopet Private Limited	113/216-A Ground Floor, Swaroop Nagar,	Kanpur	208002	Uttar Pradesh	Sharad Sharma	rahul@ganeshaecosphere.com
7	International Tarpaulin Company	Plot D5, Kinfra Textile Centre	Taliparamba	670142	Kerala	Ebin Joseph	sales@internationaltarpaulin.com
8	Jay Ambe Industries	Plot No: 732, New G.I.D.C, Gundlav Valsad	Valsad	396035	Gujarat	Ritesh Agrawal	jayambeindustries@gmail.com
9	Machinograph Polycontainers India Private Limited	F -41 And F-41/1, Murbad, Midc, Kalyan Murbad Road,	Thane	421401	Maharashtra	Sunil Agrawal	sales@machinograph.com
10	Maruti Poly Film Pack Llp	Ground And First Floor, Survey No. 24/4/3/3, Demni, Village Demni,	Dadra	396230	Dadra & Nagar Haveli And Daman & Diu	Anand Nain	admin@maruti-poly.com
11	N K Imports	A-702 Versova Golden Sands Chs., Svp Nagar, Mhada Layout Andheri (West),	Mumbai	400053	Maharashtra	Nikhil Ratnesh Khandelwal	nkexim@gmail.com
12	Newtec Pro Manufacturing Private Limited	Plot No. 112, Marol Industrial Estate, Makwana Road, Marol, Andheri (East),	Mumbai	400059	Maharashtra	Harshad Suhagiya	harshadsuhagiya@newtecpro.com
13	Paharpur 3p Unit li Private Limited	806, Ashoka Estate, 24 Barakhamba Road, Central Delhi, Central Delhi	New Delhi	110001	New Delhi	Ashish Jain	lovish.kumar@paharpur3p.com
14	Plasto Manufacturing Co,	No. 107/2, Kumbalgodu Industrial Area, Gerupallaya, Kengeri, Hobli	Bangalore	560074	Karnataka	IMRAN PASHA	accounts@plastobag.in
15	Sejpal Plastics Pvt Ltd	Plot No.C-453, Ttc Industrial Area, Midc, Turbhe,	Navi Mumbai	400705	Maharashtra	Vishal Sejpal	sejpalplastics@gmail.com
16	Silsta Wood Plast Private Limited	Survey No 130, Plot No 164, Sidc Road, Veraval Shapar Taluka Kotda Sangani	Rajkot	360024	Gujarat	Sharadbhai Kishorbhai Antala	accounts@silverfiltration.com
17	Technology Information Engineering Services Private Limited	Old No 118 , New No 114 , St Mary's Road Vidya Theertha Nagar	Chennai	600018	Tamil Nadu	S Sankar	technologyinformationeng@gmail.com
18	Terrasoul Polymers Pvt Ltd	2a, Dcm Building, Barakhamba Road, Central	New Delhi	110001	Delhi	Sujit Kumar	subodh.gupta@terrasoulpolymers.com

19	Touchtell Trading And Industries Private Limited	A 302 Karmam Avenue, Opp Suryacity, Uttamnagar, Maninagar,	Ahmedabad	380008	Gujarat	Vipul Shah	indiasales@touchtell.com
20	Travel Taj	D 46, Upper Second Floor ,Utam Nagar	Delhi	110059	Delhi	Vinay Sheel Gautam	rajeshshukla.ca@gmail.com
21	Veejay Polyplast Limited	Sy.No.160, Kothur Industrial Estate, Kothur, R.R. Dist.	Hyderabad	509228	Telengana	Mayur Pitti	veejaypolyplast@gmail.com