

Packaging opportunities in India to grow with online retail surge

Waqas Qureshi June 26, 2014 No Comments Print

The Indian online shopping market is forecast to grow to \$22bn (£12.8bn) in five years, with huge associated opportunities for packaging firms

Figures from brokerage firm CLSA showed retailers often lose customers when products are damaged in transit or courier packets are tampered – a common occurrence in the country.

Ecommerce specialty packaging company Dynaflex is hoping to gain further market share in packaging for e-retailers, to which it currently supplies recyclable polymer and bubble wrap secure envelopes, packing mobile phones, apparel, cosmetics and lingerie.

It says its security and tamper-evident envelopes, as well as its other special security closures and sequential numbers or bar coding, makes tampering clearly visible.

The 40-year-old company which once made polymer envelopes for collecting evidence from crime scenes is now one of India's largest supplier of packing material for e-commerce firms, such as Amazon India, E-bay India, and DHL, as well as domestic players.

In the last two years Dynaflex has invested over \$4.24m (£2.5m) to set up a new manufacturing plant, and said it has plans to invest around \$5m (£2.94m) this financial year for 50% capacity expansion.

Gaurav Vora, director at Dynaflex, said the firm's products leave a mark if any one tries to tamper with them.

"A product's packaging advertises the product before and after purchase. So packaging is not only the skin of a product to help to communicate with the consumers but that it is also a mirror to reflect the soul of the product. We are working with almost all the major players in the e-commerce space."

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