

Tuesday 15 July

BLOGS

markem·imaje A DOVER COMPANY



ABOUT + SUBSCRIBE + LUXURY PACKAGING AWARDS UK PACKAGING AWARDS TS & CS +

MARKETS 🚚

🕒 🚹 🔠 🔕 LOGIN

Packaging News

JOBS 🕌

NEWS _

SUPPLIER DIRECTORY _

Search here..

EQUIPMENT _

HOT TOPICS Interpack 2014 Sign up for email news PN Solutions Luxury Packaging Awards – enter now! You are here: Home: International: Asia Pacific: Packaging opportunities in India to grow with online retail surge

DESIGN 🚚

Packaging opportunities in India to grow with online retail surge

å Waqas Qureshi ⊙ June 26, 2014 PNo 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."





Sign up to PN email bulletins

Get the latest news direct to your inbox with PN's daily, weekly and monthly email bulletins.

Click here to sign up to Packaging **News Bulletins**

Today's

headlines World Cup pushes Brazil aluminium can sales over two billion

G3 Enterprises calls new Nilpeter press 'game changer'

Auteur launches reusable bottle with filter to the UK

Stemmer Imaging to showcase vision solutions at PPMA show

PRN Pricewatch: Week ending 4 July 2014

RE:CLOSE TAPE™ **ESSENTRA** Easy to use fingerlift Simply applied to existing lines Delivers portion control CLICK HERE

EVENTS DIARY

Packaging News Jobs

Go

Retail Key Account Manager -

Packaging Salary: £negotiable plus bonus & benefits Location: Home based

Exciting career opportunities with Essentra

Salary: See indvidual roles Location: UK Wide

Product Development/Innovation Professionals - Flexible Packaging

Salary: £negotiable Location: Ledbury, Herefordshire

Sales development Managers North and South UK

Salary: £35 k OTE £50,000 + car, laptop

Location: North and South UK

Packaging Technologist Salary: Excellent Salary & package Location: Manchester













Ð **ESSENTRA**

- **RE**:CLOSE TAPE™
- Easy to use fingerlift Simply applied to existing lines



POSTED IN » Asia Pacific, Equipment, International, News, Packing & filling

What is the future role of packaging in the online



RELATED POSTS

June 9, 2014 Paul Jenkins co-founder of packaging innovation consultancy ThePackHub, says

growth of Online shopping means the

fundamental role of packaging is...



Swedish retailer launches compostable bioplastic packaging

January 16, 2014

Swedish retail chain Coop has introduced new compostable bioplastic packaging which can



Amazon launches

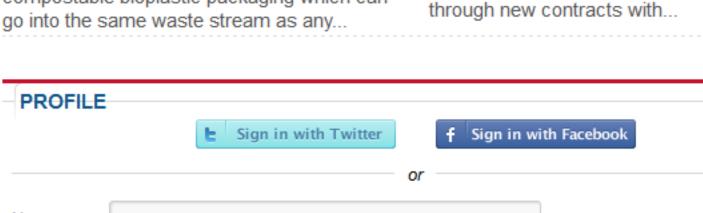
transform retail February 14, 2014

Amazon has introduced a new feature to its mobile shopping app which recognises packs and could, experts have suggested, transform...



Packaging firm reaches a century of service January 2, 2014

Birmingham-based packaging company Pickering & Mayell has recently celebrated its 100th anniversary and plans to expand



	or —	
Name		
Email		Not published
Website		
Comment	3 2 2 2	
	C 4 0 4	

Re CAPTCHA **4**11

THE CONVERSATION

Sally pon 'Food packaging concerns following new study': That supposed study did not "find" anything at all. The..... Posted on 10 Jul 14



Carol Burdett p on 'Biscuit brand turns to NXL Design to create...': The biscuits are excellent, definitely worth a try!... Posted on 09 Jul 14



Privacy & Terms

Rod Fox pon 'Packaging under pressure as EU unveils tough recycling...': I don't know about the other materials, but the vast.....

Older »

THE PN POLL

Should there be a 5p charge on single-use carrier bags?

- Yes but there should be exemptions in
- some sectors Yes. It's the right thing to do

Posted on 04 Jul 14

No. There should be no charge at all

Vote

PACKAGINGNEWS.CO.UK SPONSORS

View results of this poll

The Benson Group is the UK's fastest growing food packaging company. A major British manufacturer, The Benson Group employs around 790 personnel at four sites across the country. The Group expanded in 2005 to include the **medical packaging** brand, Medica.

The UK's leading label manufacturer DataLabel supplies a range of asset labels and barcode labels.

Enercon Industries are the global leaders in induction cap sealing. Our advanced range of cap sealer machines supply manufacturers all over the world in the food & beverage, pharmaceutical and agrochemical industry's amongst others.

Just Shrink It are suppliers of quality shrink wrap and stretch film products throughout the UK, including a range of heat shrink guns.

LATEST ARTICLES M&S moves to on-demand

Type the text

Post It



digitally printed packaging July 14, 2014, No Comments



months

July 14, 2014, No Comments

Symphony Environmental expecting £3.3m in revenues for first six

LATEST FROM PN DIRECTORY

M&H helps clear the air for Nasaleze

A sweet solution in packaging for East End Nurseries of Hull Yorkshire Packaging at the PPMA Show 2014

The Lakes Free Range Eggs What's In A Box?

PN'S DIGITAL EDITIONS



Read the print edition of Packaging News and its range of supplements online with our page-turn digital editions.

Simply click on the magazine cover to see the full archive of PN's digital

editions.

Copyright © 2011 - Packaging News | Jobs | Production | Design | Innovation.