

# Safe passage

Dynaflex's tamper-evident envelopes have huge potential



The Voras: (from left) Gaurav, Niranjan, Siddharth

Rising security concerns about the safe passage of sensitive documents (passport or top-secret dossiers from foreign embassy personnel; valuable articles such as jewellery and cash; crucial evidence to a crime involving forensic science laboratories) have led to a demand for tamper-evident envelopes and bags. These valid concerns are due frequent reports of ongoing theft, tampering and leakage of valuable goods in transit.

Gaurav Vora, promoter-director of Vadodara-based Dynaflex Private Limited, saw an opportunity to meet the challenge of providing secure and tamper-evident packaging material to government agencies and private industries. A tamper-evident envelope leaves tell-tale signs of tampering if someone tries to open it in transit. They have special security closures and sequence numbers.

Gaurav already had a small-scale plastic bag manufacturing facility at Halol Industrial Estate. Dynaflex, set up by Gaurav's father Niranjan Vora in 1992, had established itself as a leading plastic bag and packaging material supplier to several fast moving consumer goods (FMCG) companies that included Procter & Gamble, Tatas, Nirma, Reliance, Amway and Globus.

However, seeing great potential for tamper-evident envelopes,

Gaurav imported machinery from Germany at an investment of ₹2.5 crore and developed the equipment and components. "The demand for tamper-evident envelopes is slowly but steadily growing on account of security concerns," says Gaurav.

Dynaflex's first breakthrough came when it received an order for the supply of tamper-evident plastic bags from the Dubai duty-free shop for the packing of liquor bottles and perfumes to be carried by airlines passengers. "The Dubai duty-free shop alone consumes tamper-evident envelopes worth ₹100 crore in a year. Dynaflex is just one of the suppliers," says Gaurav.

Colombo, Singapore and Bangkok are other international airports that have substantial demand from the duty-free shops. "In India, however, the potential market for tamper-evident envelopes comprises the courier services, government agencies like passport offices, the police, universities, banks and the gems & jewellery industry," he says.

Among Dynaflex's first customers within the country were the regional passport offices in Mumbai, Pune, Thane and Nagpur. "We hope that all regional passport offices adopt the system. The Union ministry for external affairs is in the process of opening many new passport offices.

Once complete, we hope that every office will start using tamper-evident envelopes," he adds.

Already, the consulate of a leading European country has started using tamper-evident envelopes to transport visas to Indian citizens. Dynaflex exports its tamper-evident envelopes to as many as 35 countries for the safe movement of passport and other confidential documents.

## Flourishing business

Another area where Dynaflex made a dent recently was in the education sector, after the Gujarat Technology University decided to use tamper-evident envelopes for the safe movement of examination papers and answer sheets to prevent leakage.

Gaurav is also upbeat about the country's growing e-retailing business. "According to a recent ASSOCHAM survey, India's online retail industry is likely to touch ₹7,000 crore by 2015. For an emerging sector like online retailing, gaining customers' trust and satisfaction is critical. This is where tamper-evident envelopes have a crucial role to play," he says.

In just two years, Dynaflex has some of the country's leading e-retailers, like Flipkart, eBay, Myntra and Infibeam, as its customers. Among the leading courier companies that use Dynaflex bags are DHL and Blue Dart. Dynaflex is the only manufacturer of tamper-evident envelopes and packaging material in the country and among the top 10 in the world.

"Dynaflex has provided us with innovative, unique and tailor-made solutions," says Deshant Jain of Flipkart. "It has helped us reduce our in-transit pilferage," adds Deepak Rishi, senior vice-president, operations, Myntra.com.

To meet the expanding market of this specialised packaging material, Dynaflex is doubling its manufacturing capacity from the present 100,000 units to 200,000 by installing a new plant at an investment of ₹25 crore. The privately-held company owned by Niranjan and his two sons, Gaurav and Siddharth, clocked revenues of ₹24 crore in FY12.