# CHAPTER 4

## COMPANY PROFILE

<table>
<thead>
<tr>
<th>PARTICULARS</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 NORTH</td>
<td>159</td>
</tr>
<tr>
<td>4.2 SOUTH</td>
<td>163</td>
</tr>
<tr>
<td>4.3 EAST</td>
<td>165</td>
</tr>
<tr>
<td>4.4 WEST</td>
<td>168</td>
</tr>
</tbody>
</table>
The chapter gives a bird’s eye-view of the houses selected for the study. For the research units were randomly selected from each zone namely north, south, east, and west.

FIGURE NO 4.1: INDIAN MAP
(SOURCE: www.google.com/images)

4.1 NORHT ZONE

FIGURE NO 4.2: JAIPUR IN INDIAN MAP
(SOURCE: www.google.com/images)
The randomly selected company from the north zone was Supreme Polymers Private Limited based in Jaipur, Rajasthan. A brief profile of the company is presented by the researcher.

4.1.1 SUPREME POLYMERS PRIVATE LIMITED

The Supreme Group started manufacturing operation for HDPE/PP Woven Sacks in 1998 at Jaipur, Rajasthan. In a span of 13 years, company has made its presence as a leading manufacturer assuring quality, performance and timely delivery in order to provide better service to the valuable customers.

Today under the leadership of Mr. Dipak Jain, Supreme Group has four sister concern units based in and around Jaipur, Rajasthan. These companies are

- Sidharth Polysacks Private Limited
- Alliance Polysacks Private Limited
- Shreya’s India Private Limited
- Star Global Endura Limited

All the units are equipped with most modern automated machine like Tape Plants, looms (Starlinger Austria, Lohia), Lamination plant (FEEC, JP, and DGP Windsor),
Printing machines (Botheven, JP, and Navjivan), and Automatic Bag Conversion Lines ensuring consistent quality. Group also makes BOPP Laminated Bags.

**TABLE NO 4.1: Capacity, location of the companies.**

<table>
<thead>
<tr>
<th>NAME OF UNIT</th>
<th>LOCATION</th>
<th>CAPACITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supreme Polymers Pvt. Ltd</td>
<td>Jaipur, Rajasthan</td>
<td>60 Lac bags/Month for fertilizer Industry</td>
</tr>
<tr>
<td>Sidharth Polysacks Pvt. Ltd</td>
<td>Newai, Distt: Tonk, Rajasthan</td>
<td>70 Lac bags/Month conventional bags</td>
</tr>
<tr>
<td>Alliance Polysacks Pvt. Ltd</td>
<td>Vill.Surana, Distt.: Jaipur, Rajasthan</td>
<td>120 Lac bags/Month Ad-star Bags for Cement Industry, also make BOPP laminated Bags</td>
</tr>
<tr>
<td>Shreya’s India Pvt. Ltd.</td>
<td>Jaipur, Rajasthan</td>
<td>40 Lac bags/Month Sugar/food grain Bags</td>
</tr>
<tr>
<td>Star Global Endura Ltd.</td>
<td>Jaipur, Rajasthan</td>
<td>PP multifilament Yarn, capacity 2400 MT per annum.</td>
</tr>
</tbody>
</table>
Alliance Polysacks Private Limited has also undertaken ad-star bags (PP laminated, micro perforated bottom sealed bags) under the license of Starlinger, Austria having presence worldwide, with a capacity of manufacturing 6.6 crore Ad-Star Bottom sealed bags per annum.

Advantages of Ad-Star Bags over the conventional PP Laminated bags used today are as follows.

1. Perfect Brick shape Bag helps in Easy Stacking & Palletizing resulting optimum utilization of the storage space and also reduction in Transportation cost, less burst in transportation due to equal pressure throughout the bag.

2. Since bags are PP Laminated they are resistant to Moisture and Humidity leading to greater customer satisfaction. Also increases Shelf life and can be stored in open area for a longer period than conventional bags.

3. Perforation allows only air to escape and not the material, so would save in lot of material at Packing Department, loading/unloading sites, during transportation and at the customer site.

4. Amazing Branding, these bags are printed with a sophisticated printing technology which does not rub off during the usage and also being brick shape has a better visibility. Hence provides good branding position as compared to normal conventional bags.

5. Due to almost nil seepage the bags are considered more environments friendly.

Currently these bags are manufactured by Jaypee Cement and Bharti Cement in the country and are being imported by ACC and White Cement Industry. The groups are the first one in non cement segment to start manufacturing these bags in the country.
4.2 SOUTH

The randomly selected company from the South zone was S.S.V. Fab Industries Private Limited based in Hyderabad, Andhra Pradesh. A brief profile of the company is presented by the researcher.

4.2.1 S.S.V.FAB INDUSTRIES PRIVATE LIMITED
S.S.V. Fab Industries Private Limited is leading PP/HDPE Bags manufacturer which are incorporated with technically expertise employees. The company is an ISO standards based company and constantly offers quality rich products/merchandise from over a decade and always aims to improve satisfaction level of their clients.

Enterprise attempts to satisfy the growing needs of clients and reach them. At their new venture located IDA, Jeedimetla, Hyderabad, the company is running ‘state of art’ and most advanced equipments like Tape plants and looms.

The new venture has enabled the company to manufacture about six lacks bags per day. Also the company has online Carona treated Auto Printing and cutting machines at this venture. Company undertakes subsidiary processes like doing double sides, liners production, improving appearance of the products, thus, guaranteeing to offer quality-rich products at a very reasonable cost.

The company under the leadership of Mr. Sajanji Agrawal has credit of being the biggest PP/HDPE producer that supplies bags to all major Sugar companies of India.

FIGURE NO 4.6: PRODUCTS IMAGE
4.2   EAST

![Kolkata on Indian Map](source: www.google.com/images)

The randomly selected company from the East zone was Sai Industries Pvt. Ltd. based in Kolkata. A brief profile of the company is presented by the researcher.

4.3.1   SAI INDUSTRIES PRIVATE LIMITED

![Logo of Fogla Group](source: www.google.com/images)

Sai Industries Private Limited is a part of Fogla Group of companies. The Fogla Group is a Large, multifaceted and multi dimensional concern headquartered in Kolkata, West Bengal with over 3 decades of Reliability and Trust, having manufacturing activities in:

- Linear Alkyl Benzene Sulphonic Acid (LABSA)
- PP/HDPE Woven sacks and FIBC bags.
- Fertilizers (SSP / NPK)
Jute & textile Mills Machinery & spares

Detergents Powders

As a Quality conscious organization, committed to providing excellence, the Group has carved a niche for itself in the International arena today with a turnover of over US$ 200 million and an ever increasing & satisfied customer base.

The Group is committed to find newer and more effective products for the industries that they cater to. It is their constant endeavor to provide solutions which benefits valued customers and it is there faith in the group that the group considers as their greatest reward. As the company moves towards the decade, group aims to be a world class organization with commitment to quality, product reliability and the establishment of long term relationship as the foundations of the future.

At the Fogla group of Companies, purpose is to improve the quality of life of the communities they serve. It’s executed through leadership in sector of national economic significance, to which the Group brings a unique set of capabilities. This requires growing aggressively in focused areas of business. Group’s heritage of returning to society what we earn evokes trust among consumers, employees and the community.

Since founding in 1972, group has been moving forward aggressively on many fronts to capitalize on solid growth opportunities, to improve there operating efficiency and to sharpen their business portfolio's focus. With over 25 years of quality backed by Reliability & Trust, today the Fogla Group is a wide & diversified business conglomerate.

The Fogla Group has carved a niche for itself in the world market as a supplier of Quality products which are manufactured under strict quality standards. The Fogla of Companies is proud of the safe work practices, followed at all its factories and plants. As an enlightened corporate citizen, is keenly aware of its social responsibilities too, and provides education and health care facilities to its employees.
The strategic focus of the company has been on steady growth by developing and assimilating technologies of tomorrow to manufacture an ever-widening range of value-added products while striving for complete customer satisfaction in India and abroad. Today, as a result of their internal growth initiatives and several strategic and innovative initiatives, business has grown manifolds.

4.3.1.1 ENVIRONMENT POLICY

FOGLA GROUP OF COMPANIES give utmost priority to safety & protection of both the environment and nature. The group strictly conforms to Government's Environment Safety and Health Policy. All the products, processes and services are constantly reviewed. Implement improvements to processes wherever necessary. Group considers it particularly important to use resources sparingly and to minimize the impact of their activity on the environment. This ongoing process of improvement is supported by regular environmental reviews.

Group’s commitment to environment safety and health goes beyond critical assessment and constant improvement of their own activities. Group regards it as an integral part of the product responsibility to make customers aware of the scope for improvement in the manufacture, processing or use of the products.

4.3.1.2 MISSION & VISION STATEMENT

FOGLA GROUP is committed to their focused attention in the chosen field of business towards customer's satisfaction and makes significant contributions to the Industry at large. Group shall innovate their processes, products and services to provide value in all activities. Group visualize in developing next generation products, which will enable them to stay ahead of their competition in the times to come. Total employee involvement, sincerity of purpose, commitment to objectives, team spirit & mutual respect will always remain their pillars of Vision.
4.4 WEST

The randomly selected company from the West zone was Umashree Texplast Private Limited and Shakti Polyweave Private Limited. A brief profile of the company is presented by the researcher.

4.4.1 UMASREE TEXPLAST PRIVATE LIMITED

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Umashree Texplast Private Limited is one of the leading manufacturers of PP Woven Fabric, Sacks, FIBC (Jumbo Bags), Single Loop Bags, Double Loop Bags, Tunnel Lift Bags, Ventilated bags, Tarpaulins & BOPP Woven Sack. The company is based in the District of Gandhinagar, Gujarat, India.
Umashree Texplast Private Ltd is an ISO 22000:2005 company (Food Safety Management). The company is promoted by Gopalka Family, having more than 20 years of experience in the field of Woven Sack industry. The team of experienced and qualified professional is dedicated to produce quality product and provide delighted service to the customer.

Umashree Texplast Private Limited is also a Government Recognized Export House, one of the leading manufacturers offering a wide range of laminated sacks, polypropylene bags, PP Woven Sacks/Bags/Fabrics & FIBC. The range includes Flexible Intermediate Bulk Container, PP Wrapping Fabric Low GSM, PP Baling Fabric, PP Clear Sheets, PP Woven Sacks, PP Laminated Sacks and Polylined Woven Sacks.

The company established at Ahmedabad, Gujarat is led under the able guidance of Mr. Anup Gopalka, who has with him more than two decades of experience in Plastic Woven Sack Industry. FIBC (Jumbo Bags), The PP Woven Sacks, Sheets manufactured by the company are most suitable for packing products like fertilizer, cement, sand, food grains, sugar, cattle feed, fish meal, pulses, spices, dates, agro products, minerals, resin, polymers, rubber and many more.

With our discussion with Mr. Anup Gopalka I came to know that the company has in house testing facility for bags - from Tape to Load Testing of Big Bags. Mr. Gopalka gives emphasis on understanding the requirements of customers and make sure that their products are manufactured as per the requirement of buyer and international
standards. The company is equipped with all the necessary equipments for maintaining quality as per international standards.

The company is regularly exporting PP Woven Fabrics & Sacks to countries like Canada, USA, Africa, Europe, Middle -East, Russia and many more.

4.4.2 SHAKTI POLYWEAVE PRIVATE LIMITED

Shakti Polyweave Private Limited is a part of Shri Jagdamba Group, based in Ahmedabad, India. The group has an installed capacity of 1500 MT per month to process woven polypropylene/ polyethylene fabrics on both circular as well as sulzer looms. More than 80% of production is exported to the USA, EUROPE and several other countries.
The group masters in latest technology machines to produce the best quality of product and provide complete solutions in woven polypropylene market. The group emphasizes on providing 100% customized products from its vast product range successfully developed over a period of time.

The group functions on personalized ERP software developed in house which covers more than 15 modules. With the support of ERP the management ensures extensive quality check at all stages, timely documents after shipments and minimum production delays because of systematic transaction at all stages including purchase, productions, manpower and maintenance.
The group under the leadership of Mr. Hans Agrawal has targeted to double its capacity to 2500 MT per month in next five years by installing some higher end products to cover several other areas of the global market. Plans have also been laid to put up captive wind power generation. As a part of backward integration plans are being finalized to put up in house additive unit and machinery workshop.