

# Industry Outlook

CORRUGATED BOX MANUFACTURERS AND SUPPLIER

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## COMPANY SPOTLIGHT



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# NARAYANI

## GROUP OF INDUSTRIES

DELIVERING WORLD-CLASS  
CORRUGATED PACKAGING  
SOLUTIONS



## COMPANY SPOTLIGHT

# ALIGN GROUP OF COMPANIES OFFERING ROBUST AND CUSTOMIZED CORRUGATED PACKAGING

**L**ike every other industry, packaging industry was hit hard by Covid-19 outbreak but it underwent a V-shaped recovery after both the waves. Demand for packaging products has increased putting the industry back on track due to rise of e-commerce segment. Now, companies with vast product portfolio are facing challenges to bridge demand-supply gap for packaging products. Therefore, what the current industry needs is a packaging material manufacturer and supplier with continuous reliable supply along with innovative solutions to meet the changing needs of end consumers.

Align group, since its inception in the year 1986, has always prioritized the satisfaction of customers through innovation that makes packaging easier and user friendly. Under the leadership of Late Mr. Narendra Khivansara, the company embedded the practice of serving through providing innovative designs for excellent packaging solutions to the clients. The company's Managing Director Mr. Nikhil Narendra Khivansara believes serviceability is the most important parameter to develop good relationship with the customers and this is how the company addresses the greatest challenge of the client companies of inconvenient supply of packaging materials. The company has a market driven approach that has enabled it to become leading manufacturer of corrugated boxes in western India.

### Reliability of Service and Recyclable Products

Packaging being the final stage of operation before dispatching goods, used to be seen as secondary or tertiary need for many years. However, the scenario has changed and requirement of long-lasting, environment friendly, high aesthetic value and above all safe packaging is felt at every step of the way in industries like White goods, FMCG and pharmaceuticals. According to Mr. Nikhil, "Nowadays, people are getting more aware about their product packaging and most of the clients now have separate design & development packaging department in their organization." Pertaining to the change in demand curve and rapidly changing production plans, the industry requires dynamic changes in product manufacturing. Align Group has been continuously upgrading its manufacturing system to incorporate advanced technology.



Nikhil Narendra Khivansara,  
MD

In Mr. Nikhil's words, "We are constantly implementing advanced technologies; to be precise, we do up gradation every 3-4 years." Such practices have allowed the company to currently process over 45000+ tons of converted quality paper goods. The prime differentiating factor for Align is its Just in Time service and commitment towards its customers. "We are having fully equipped quality labs, separate design and development support team along with other multifunctional teams to serve our clients." Mr. Nikhil says. He adds, "At Align, we carry out all quality checks of raw material, online quality inspections and performance standards of converted goods. We are ISO 9001:2015 (QMS), ISO 14001:2015 (EMS), ISO 45001:2018 (OHSAS), SMETA - 6 (SEDEX), TPM certified organization and we follow strict quality practices under these standards. We also have a learning center for skill enhancement of all level of management."



### Company's manufacturing capabilities

Align Group has been serving the Western India region since 1986. In the process, the company has innovated both in terms of technology implementation and product verticals. As a result, their manufacturing ability has transformed into a system that is much more reliable and can deliver large volumes consistently. This is an aspect that has helped the organization to be able to serve a large number of industries namely appliances, automobiles, pharmaceuticals, FMCGs, and other allied industries. Align's first fully automated plant was set up in Pune which is now serving to major MNCs from various industry verticals.

Another fully automated plant is located in Aurangabad. Apart from it, the company has two other semi-automated plants running in Aurangabad. Such high density of manufacturing plants has developed the potential of the company to support such large and varied demand. Besides, establishment of equipped multipurpose laboratories supporting these manufacturing plants is also a boost to its operations. Mr. Nikhil mentions, "We are having one of the largest manufacturing capacities in western India which enables us to gain trust of our clients as a first-choice supplier. This has clearly reflected in our long-term associations with our clients as a business partner."

### Looking at the Future

All the years of operation has enabled Align to innovate their product and service offering towards their customers. According to Mr. Nikhil, "We are not only end to end corrugated cartons supplier but we associate as a business partner who suggests innovative packaging solutions based

on clients' requirements." Their design expert team has enabled them to successfully develop corrugated COVID beds during the present pandemic crisis. The main motto of Align is to provide innovative packaging solutions with the theme "Yes, we can do it!" Being packaging experts we believe that "The Future of packaging is greener, lighter and stronger with this ideology we believe in continuous improvement and Upgradation which is our only insurance against sustenance and long-term customer loyalty."

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The future landscape of the company has been shaped by Mr. Nikhil as company managing director and is clear to its entire workforce. He says, "We have redefined our new vision to become one stop packaging solution provider i.e. apart from paper products, we wish to use our expertise to provide customized packaging solutions." [ln](#)