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says **Mr. Sarthak Khetawat**
Partner - Packagerr

in an interview to *Electrical Line*

Q-1. Can you elaborate on the various sectors where your specialized packaging solutions are highly sought after?

Ans. Our specialized packaging solutions cater to a diverse range of industries. We serve the steel and metal industry, where our PP/HDPE small rolls are essential for efficient packaging and branding. Additionally, our products are highly sought after in the wire & cable, Pipe manufacturing industries. Our versatility allows us to meet the unique packaging needs of each

industry we serve.

We also manufacture customised shopping bags which cater to branding and promotion requirement of various industries across the globe. Other than this we also manufacture many other packaging products which are highly sought after by supply chain, logistics and e-commerce industry.

Q-2. How is your company looking at expansion and consolidation of its market leadership?

Ans. We are committed to expanding our market

leadership through various strategies. We continuously monitor industry trends and invest in research and development to develop or customise our products accordingly. Strengthening partnerships and enhancing our online presence are integral parts of our growth strategy. By focusing on these initiatives, we aim to solidify our position as a market leader and expand our reach domestically and internationally.

We understand that packaging requirements may vary widely in the wire and

electrical sector. That's why Packagerr offers customizable packaging solutions tailored to meet the specific needs and preferences of our customers. Whether it's custom sizing, branding, or special features, we ensure flexibility to accommodate diverse packaging requirements.

Q-3. How do you meet the challenge of offering cost-competitive yet high-quality products in a highly price-sensitive market like India?

Ans. Operating in a price-sensitive market like India

necessitates a delicate balance between cost competitiveness and product quality. We achieve this by optimizing operational efficiency to reduce production costs. Additionally, investing in modern manufacturing technologies enhances productivity and minimizes wastage. Our rigorous quality control measures ensure that our products uphold the highest standards, despite competitive pricing.