

# M/S VIHAA PRINT AND PACK PVT LTD.

Manufacturers and Printing of  
All Fancy and Commercial packaging

## PROFILE

## 1. INTRODUCTION:

M/s Vihaa Print And Pack Pvt. Ltd., located at Vasai , Palghar is manufacturing packaging material to cater to the existing customer base of old proprietary firm Mittal Print N Pack which was also located Vasai.

Mr Jethalal K Savla is into the business from last 25 years. Further Mr Devang and Hardik Jethalal Savla have also joined the Vihaa Print And Pack Pvt. Ltd. as directors.

Vihaa Print And Pack Pvt Ltd. was established in 2017 outside Mumbai to take advantage of customer base outside Mumbai i e Gujarat region as also save on octroi, thus rendering themselves competitive in terms of pricing. Further in and around Vasai there are ample export house from where demand for good packing is very high. Due to the above reasons we need to have our own setup where future expansion and installation of high end machines can be done. Thus the need for building state of art manufacturing unit for customers under one roof.

In today's word of fancy packaging to sell the main product, the packaging needs to be innovative to attract the customers.

## 2. SCOPE OF THE REPORT.

This report incorporates the market study of packaging manufacturers and exporters. The report deals not only with the demand and supply of the said product but also examines the techno-economic feasibility to increase product offering to the already existing customer base, manufacture and market from one source.

3. NAME ADDRESS SIZE AND CONSTITUTION.

NAME: M/s VIHAA PRINT AND PACK PVT LTD  
(Private Limited Firm)

ADDRESS: UNIT NO-01, BUILDING NO-01, MITTAL INDUSTRIAL ESTATE, S. NO-57, PLOT NO-187, VASAI (EAST). DISTRICT PALGHAR-401208

4. Promoters and Management:

Mr. Jethalal K Savla, Diploma in Printing is into this business from last 25 years and has all technical and know-how about the manufacturing of the packaging product. We have a huge database of creatively created design by our artists for various products of customer's requirement to offer. He will be responsible for Finance and Top order Management. Whilst Devang and Hardik Savla will look after the Production and Marketing aspect.

5. Location:

The site-office is located at Bilalpada, Vasai along with Fatcory. The project has been decided to be located in Vasai taking into consideration the availability of Infrastructure, skilled labour, cheap availability of electricity and proximity to many manufacturing and export houses located in and around the Industrial belt i.e Vasai, Dahanu, Vapi, Surat etc

It may also be worthy to note that since the project is proposed to be implemented in proximity to Gujarat, will lead to market establishment in this region for the company's entire business.

6. Infrastructure Facilities:

A.LAND & BUILDING: M/s Vihaa Print And Pack Pvt. Ltd., has taken under agreement from Mr. Jethalal Savla and Devang Savla; the entire land located at S.No 57, H.No.1,2,3,4,5,6 of Village Bilpada Tal Vasai Dist.Thane admeasuring 12820 sq meter. The Building has been built with RCC as per the Contractors quotation and specification. The construction is based on the functional utilities of the unit have been made maintaining the proper continuity of operations in the Plant. The criterion of grouping is planned in order

to achieve compactness and full utilization of the area and manufacturing process flow and organization setup.

B. POWER: The premise has received power from MSEB. The total power requirement is 115 K.V.A. inclusive of Lighting. The major power consuming units are the Unit and the Air conditioners. The total power consumption is in the range of 20,000 units pm on the basis of only one shift of 8 hours each per day , 25 days in a month. Tariff rate is 11Rs per unit.

C WATER: The water requirement is met by the Industrial society; the Printing process requires water majorly. The rest water requirement is basically for Human consumption and sanitation only.

## 7. Technical Aspects

A. Product: We manufacture all types of Packaging (fancy and commercial). The utilization of U V technique for printing is very innovative and the end results are fantastic. However the design, colors and size of the packaging product are printed as per the customers' specification only.

### B. Machineries and Auxiliaries.

Printing machine deployed are Heidelberg Speedmaster Cd 6 colour, Komori 5 Colour, and Heidelberg SORMZ two color unit. It has attached externally U V curing machine which is extremely useful in creating silver boxes to give international look to the product. For giving silver finishing we have Indian lamination machines for glossy/mat finishing to the product.

Also foiling machine is used for gold, silver and luxor hot foil stamping.

We have computerized Seypa cutting machine which can cut paper and feed all machines with difference of 99 cutting plans. Our machinery range also includes small but very useful punching, creasing and peasting machines.

The above machines are being employed by us and all manufacturers over the years as there are very minimal breakdown and maintenance is very much taken by our staff members. Further technicians are also easily available in the market.

#### C. Plant and Layout:

The layout of the plant is designed to meet the following requirements

1. Easy accessibility for handling incoming raw materials, goods in process and finished goods.
2. Sufficient plant area for smooth and interrupted movement in the unit
3. Sufficient space for packing and storage of finished goods is provided so that they could be suitably stocked.
4. Administration section is so designed for easy access for visitors without having to go into the plant.

Plant layout is enclosed as Annexure-

#### D. Capacity utilization

The capacity utilization of the unit will vary depending on the size, design and the number of colors per box .

#### E. Quality control

Since the company is already catering to leading exporters and high value manufacturers, the quality of the product will be maintained at high standards by use of best quality board, inks and adhesives.

#### F. By products , waste and effluents

There are no byproducts generated in the course of manufacturing of packaging materials. However negligible scrap is generated in the process which is easily saleable in the market as scrap. There are no harmful waste and / effluents in the process.

#### 8. Labour

The labor with requisite qualification is locally available and no problems are foreseen in their recruitment.

#### 9. Raw materials and consumables

Raw material required for the manufacturing process is back board (procured normally thru N R Paper Mills, Vapi within 2-3 days), silver foil (procured from GARWARE) and inks is procured locally from Vasai. The same are abundantly available in the local market also at good credit terms due to our long standing relations with the suppliers. Further procurement of raw material saves us on octroi to the extent of 4.5 % in purchased from Mumbai.

#### 10. MARKET DEMAND SCOPE AND STRATEGY:

The packaging material if attractively designed is finding more and more application to every product as it adds value to the product. For e.g the product is identified by the packaging as it has all necessary details of the product inside it. Also printing business is growing worldwide as all products today are packed in one or the other packing boxes.

a) The unit cost assumed at present Rupees 5.5 per unit.

b) Sales and purchase are taken at annual increase of 10%-12.50% every year.

- c) Sales realization period is taken at 90 days i.e 3 mths, suppliers also offer average credit period of 60 days.
- d) Repairs and maintenance are at 5 % p.a of the cost of the plant and machinery and building with an annual escalation of 10%
- f) Administrative overheads (includes Telephone chg, Professional fees, office exp, etc) are @ 5 % on sales.
- g) Selling and packing expense are @ 4% on sales

## 11. HUMAN RESOURCE:

Designation	Nos	Average pay PM
Designers	03	14000
Production Manager	03	18500
Operators	18	15000
Helpers/Packers	45	7500
Sales Executives	03	35000
Office Administration staff	03	9450
Total	75	99450