

Econovus

STRIVING TO ACCELERATE THE WORLD'S TRANSITION TO A ZERO-WASTE FUTURE IN PACKAGING

Sustainability and eco-friendliness have become business buzzwords as more and more firms discuss their sustainability vision and carbon neutrality ambitions. The organization's top management began setting objective carbon reduction goals, which were then extended to all stages of the life cycle, particularly packaging. There is a big opportunity for sustainable packaging right now, and the market will expand exponentially as a result of the management focus and numerous measures being made in this regard. The rise of an educated middle class population and increased awareness, along with a government of India programme, would offer a further boost to sustainable packaging. Almost all clients today are searching for sustainable packaging that does not increase packing costs. When entrepreneurs consider the cost effectiveness of existing standard packaging, this becomes an issue.

Econovus has been delivering one-stop sustainable packaging solutions that minimise both the carbon impact and the cost. The company's solutions are entirely design and engineering-based, and it follows tight procedures to ensure that the product is delivered to the customer FTR (First Time Right). This has already been demonstrated by several MNCs that have gained 15% efficiency in container optimisation. Econovus is currently well-positioned in heavy duty export packaging, particularly in the car industry. The organisation has been providing the best fit packaging materials that take into account high weight, stackability, and safe loading and unloading of parts.

"Gradually, we are spreading our wings in domestic and other industry segments by creating a design center and adding new machinery and bigger infrastructure in Pune. We have been completely focused on bringing the needed innovation on our design and materials, leveraging 3D technology to best fit any given customer requirement. Further, our 'Design to Cost' methodology strengthens our desire to become cost leader in sustainable packaging business," says Ramesh P, Founder & MD at Econovus.

Thriving on Cutting-edge Designs and Processes

Econovus has complete in-house design and manufacturing capabilities that are in accordance with worldwide standards. Econovus distinguishes itself from competitors with its unique engineering approach to providing creative and sustainable solutions with cutting-edge designs and engi-



Ramesh Prasad,
 Founder & Managing Director

neering processes for package optimization, cost savings, safety, and compliance. With a unique 10-step new development process, the company has kept up with Industry 4.0 to promote product optimisation and operational efficiency.

"We have a young and dedicated professional team with a strong focus on customer innovation and technology to address current challenges and to meet company vision. We strive to be a collaborative business entity providing heavy duty and industrial packaging solutions, globally. Product that continually creates value for all stakeholders at the same time reduce carbon footprint and ecological sustainability is our ardent vision," highlights Ramesh P.

Econovus is a packaging engineering start-up founded in January 2019 in Pune. Within three years of existence, it has become India's fastest growing packaging company, catering to the automotive and other industrial areas. Mr. Som Prakash, Minister of Industry and Commerce, has named the company a "Winner" in the all-India start-up contests organised by ASSOCHAM, which is backed by the Ministry of Industry and Commerce and Niti Aayog. Furthermore, Econovus is India's first green packaging manufacturer, with a GC Mark granted by DQS Germany — the German sustainability group. With a sustainable strategy and policy in place, the company hopes to be carbon neutral by F24.

In spite of challenges due to covid19 pandemic for the last two years, the company has been able to maintain the revenue target and aspire to become a 1000 crore company by F27 with pan India presence and beyond boundaries. "To support our vision and target we are getting into digital platform covering all industries for sustainable products", signs off Ramesh. ||