

# PRINT BUSINESS OUTLOOK CONFERENCE 2023



**“PRINT: TAKING CHARGE OF CHANGE”**

**13 OCTOBER 2023**

**RENAISSANCE BENGALURU RACE COURSE HOTEL  
BENGALURU, INDIA**



# AGENDA

## PROGRAM

### AGENDA FOR FRIDAY, OCTOBER 13, 2023 CONFERENCE:

#### 09:30 AM – 10:00 AM

Registration and Networking Chai Time

#### 10:00 AM - 10:15 AM:

Lighting of the Lamps and Opening Ceremony

Traditional lamp lighting to inaugurate the conference

Welcome address by Conference Chair

#### 10:15 AM - 10:45 AM:

The Future of the Corrugation Market in India

- **RamKumar Sunkara**, Co-Chairman of R&D Centre of the Federation of Corrugated Box Manufacturers Of India.

#### 10:45 AM - 12:00 PM:

The Biggest Challenges Facing Print Buyers Today –

Panel Discussion Speakers:

- **Chandi Prasad Ravipati**, Head-Pkkg. Dev, AUROBINDO PHARMA LIMITED
- **Rakesh Kumar**, Vice President, Aditya Birla Fashion And Retail Limited
- **Ganesh Kumar Vijayakumar**, AVP & Head – Sales, Deutsch Quality Systems Pvt. Ltd
- **Harshit Desai**, Managing Partner – Asia & Middle East, Strativity APAC

#### 12:00 PM - 1:00 PM:

Innovations and Future Prospects in Advancing Fiber Pulp Moulding Technology – Panel

Discussion Speakers:

- **Vishal Singh**, Associate Professor, Indian Institute of Science (IISc)
- **Harsha Paruchuri**, Director, Pragati Offset
- **Mohit Kumar**, Chief Visionary Officer & Co-Founder, EcosurePulpmolding Technologies Limited
- **Ajit Rama Varma**, Chairman & Managing Director, Maspac Limited

# AGENDA

**1:00 PM - 2:15 PM:**

**Lunch Break**

**2:30 PM - 3:00 PM:**

**The Innovator's Guide to Packaging Design Excellence**

- **Sunila G Benjamin**, Neuro India Lead – BASES, NielsenIQ

**3:00 PM - 3:30 PM:**

**Multilingual Type**

- **Sulekha Rajkumar**, Independent Design Consultant, Lettering Artist

**3:30 PM - 4:00 PM:**

**Coffee Break**

**4:00 PM - 4:30 PM:**

**Enhancing Cybersecurity in the Printing & Packaging Industry**

- **Siva Subramanian Loganathan**, Global IT Leader – Office of CIO | Head of Technology at Moss Adams (India)

**4:30 PM - 5:00 PM:**

**How AI Is Changing The Way We Design Print & Packaging:**

- **Shiva Viswanathan**, Co-Founder and Design Head, Catenate.io

**5:00 PM:**

**Closing Remarks**

**6:00 PM:**

**Networking cocktails and snacks.**



**RAM KUMAR SUNKARA**  
*Co-Chairman R & D Centre*  
**Federation of Corrugated Box**  
**Manufacturers Of India**

Ram Kumar Sunkara, Chairman of R & D Centre of the Federation of Corrugated Box Manufacturers Of India

Ram Kumar Sunkara, a Master's degree holder in Physics from Mumbai University, has over 25 years of experience in the manufacturing of boxes, paper tubes, paper bags, and paper. He has also obtained several certificates in relevant fields such as product testing and development, paper machine operations, secondary fiber recycling, kraft pulping, and paper machine auditing.

He has served as a member of various committees, including the Governing Body of the Indian Institute of Packaging and the Corrugated Board Technical Service Committee of TAPPI, USA. He currently holds the position of Chairman of the R&D Committee at Federation of Corrugated Box Manufacturers of India (FCBM) and the Research Advisory Board at Western India Corrugated Box Manufacturers Association (WICMA)

Ram Kumar has undertaken several projects, including the installation and commissioning of more than 100 automatic plants for the manufacturing of corrugated boxes in India and the design, manufacture, installation, and commissioning of India's first fully automatic square fiber drum and DTY paper tubes manufacturing units.



**CHANDI PRASAD RAVIPATI**  
*Head-Pkgg. Dev*  
**AUROBINDO PHARMA LIMITED**

R. Chandi Prasad is currently heading Packaging Development, Commercial Team at Aurobindo Pharma Limited, Hyderabad, generic pharmaceuticals and active pharmaceutical ingredients manufacturing organization and features among the top 2 companies in India in terms of consolidated revenues with exports to over 150 countries across the globe.

Having result driven, growth oriented career of multi-faceted experience over 3 decades in packaging development, quality control and quality assurance in reputed pharmaceutical organizations.

As a Packaging Technologist with ability to define vision, focus on short-term and long-term goals of organization, accepting pivotal assignments, sets high expectations and produced results.

Had worked with Ranbaxy Laboratories Limited, Actavis Pharmaceutical Mfg. Limited and Natco Pharma Limited.

In this long professional career, accomplished projects of selection of packages for product stability, quality, safety, compliance to regulatory and statutory requirements, technology transfer of packaging, packaging automation projects, vendor development and audit, driving and implementation of cost saving projects in packaging materials and productivity resulting in huge savings.



**RAKESH KUMAR**  
*Vice President – PDQAT*  
**ADITYA BIRLA FASHION AND  
RETAIL LIMITED**

Rakesh Kumar is currently working as Vice President at ABFRL and heading Quality Assurance, Factory Compliance & Customer Complaint Management function. He comes with 24 years of experience in apparel & retail industry and has worked with leading Indian apparel manufacturing company & American retail organisation like JCPenney, Sears & Kmart.

Academically he is a Graduate from National Institute of Fashion Technology, New Delhi & he has completed his Post Graduate in Senior Leadership from XLRI Jamshedpur. He holds Six Sigma Green Belt from Indian Statistical Institute Bangalore & has been certified Business Excellence assessor for the group.

His digital transformation initiative created high impact in functional excellence with development of an application that helped real time access of QPI & MIS across over 660 suppliers in India, China, Bangladesh, SriLanka.

In his recent achievement, he received ABFRL-MFL Awards for eliminating 625 tons of plastic from product packaging & trims in MFL finished goods sourcing supply chain.



**SULEKHA RAJKUMAR**

Sulekha Rajkumar is an an independent graphic designer, type designer and lettering artist based in Mumbai. A graduate from Sir J.J. Institute of Applied Art, she has worked at design firms such as Grandmother India (Mumbai) and Ray+Keshavan | Brand Union (Bangalore) where she headed the design department as Senior Design Director. A firm believer in strategic brand transformation, she has over the course of eleven years, designed and led branding projects across various sectors – Aviation, Personal Care, F&B, Healthcare, Banking & Financial Services, Hospitality and Technology, on brands such as Vistara, Mother Diary, Yardley, Cipla and Micromax to name a few.

Her current set of clients includes United Spirits Limited and Cipla, where her focus is to deliver design solutions that have a strong strategic backing to help brands tell their story. As a type designer, she collaborates with the type foundry Ek Type, where she designs fonts in both Latin and Bengali scripts. She has co-designed fonts such as Baloo (Latin) and Baloo Da (Bengali) and designed Sama (Latin).



**GANESH KUMAR VIJAYAKUMAR**  
*AVP & Head – Sales,*  
**DEUTSCH QUALITY SYSTEMS**  
**PVT. LTD**

Ganesh Kumar Vijayakumar is a sustainability manager and a business leader with 18+ years of experience in sales, marketing, software development, and sustainability. He is passionate about creating a sustainable planet and has expertise in ESG, TCFD, GRI, carbon footprint, sustainable procurement, and other related areas. He is currently pursuing his doctorate in sustainability and holds several certifications in ISO standards, cybersecurity, and sustainable finance.

He is also a trainer and application specialist at Print Media Academy. He has won the prestigious MMA Young Manager of the Year award in 2014 and has published a research paper on uncoated papers with high end screen ruling.



**VISHAL SINGH**  
*PhD, Associate Professor*  
*Centre for Product Design and*  
*Manufacturing*  
**INDIAN INSTITUTE OF SCIENCE,**  
**BANGALORE**

Vishal Singh is an Associate Professor at the Centre for Product Design and Manufacturing, Indian Institute of Science, Bangalore. Vishal's research spans interdisciplinary boundaries, combining fundamental research into design thinking, computational thinking, and systems thinking for application in diverse areas of design, including product design, design of built environment, informatics, policy design, organisational design, and innovation ecosystems.

Vishal has previously worked as an Assistant Professor at Aalto University, Finland and as Director of innovation at the Helsinki Metropolia University of Applied Sciences, Finland. Before that, Vishal worked in Australia at Deakin University, the University of Newcastle, and The University of Sydney.



**SHIVA VISWANATHAN**  
*Co-Founder and Design Head*  
**CATENATE.IO**

Shiva Viswanathan brings three decades of true market experience in brand and interactive design. He is now the Co-Founder and Design Head at Catenate.io – creating an education and counseling product for high school students called MiraMira.us, Design Head at Ogilvy Pennywise and Director of Program at DesignUp.School – an institution for design professionals in technology. Additionally, he is the Curriculum Consultant for Indian Institute of Art and Design for their online design education venture AND Academy.



**SUNILA BENJAMIN**  
*Neuro India Lead -BASES,*  
**NIELSEN IQ**

Sunila G Benjamin is a consumer behaviour specialist in the arena of market research. She has more than 20 years of work experience across different types of quantitative research. Her core experience lies in consumer neuroscience through which she worked with different brands and their assets – she has 10 years of experience in this space. Consumer neuroscience is an area of work where the unstated or the non-conscious or the implicit responses of consumers are measured for research purposes.

Sunila leads the Design and Ad Practices for APMEA at NielsenIQ or NIQ as it is now called. In her role, she focusses on helping brands build stronger packaging. She says packaging has a unique and important role among all assets owned by a brand – something she will speak about more in her session. Sunila also works with brands on their advertising (both print and TV or digital ads). She leverages her core skills in consumer neuroscience and couples this with surveys therefore looking at a holistic view of the consumer.

Sunila is based out of Bangalore.



**MOHIT KUMAR**

*Chief Visionary Officer & Co-  
Founder*

**ECOSURE PULPMOLDING  
TECHNOLOGIES LIMITED**

An environmental enthusiast and social ecopreneur & passionate about Eliminating single-use plastic using molded fiber products.

Deeply committed to developing eco-friendly sustainable Technologies to produce cellulose fiber using chemical-free processes for agro waste such as rice straw, sugarcane bagasse, bamboo, etc.

First to produce molded fiber packaging using reclaimed fiber from UBC( used beverage cartons)- aseptic packaging

First to set up 15TPD pulp mill using GREENFIB - ETMP process for converting wheat straw into cellulosic fiber to produce molded fiber packaging

Life member of the Indian Pulp & Paper Technical Association (IPPTA). He has also obtained several certificates in relevant fields such as Pulp and Paper Technology, pulp molding machine manufacturing, and Pulp and recovery Fiber.

Published numerous papers at various conferences, and Pulp & Paper Packaging Journal. He has also published collections of presentations on topics such as “Sustainable Fiber Technologies to convert Agro waste into cellulosic fiber pulp Suitable for molded Fiber Packaging.



**HARSHIT DESAI**

*MANAGING PARTNER  
– ASIA & MIDDLE EAST,  
STRATIVITY APAC*

Harshit is Digital & Experience Evangelist & new-age Design Thinker whose mission is to automate and enhance experiences of our digital world.

He is a proud Stanford alumnus and has been a recipient of various national & international awards for some path-breaking work in Entrepreneurship, UX, Digital Products & Design.

As seasoned serial entrepreneur building differentiated products & profitable ventures.

His thought leadership is in ‘Experience Consulting’ for Fortune 500 companies his award-winning works have been across domains like FMCG, Telecom, Entertainment, Media, IT & Product Development. He spends the majority of his time teaching at various B-Schools & D-Schools.

The only 2 things that he takes pride in: i) His ability to learn-unlearn-relearn & ii) putting method to madness.

He also loves dribbling his spare time in running marathons across the length & breadth of India, scaling mountain peaks & mentoring Start-Ups.





**HARSHA PARUCHURI**  
*DIRECTOR,*  
**PRAGATI OFFSET**

Harsha Paruchuri is a director of the Pragati group, one of the leading printing and packaging companies in India. He is a graduate in Printing Technology from the Rochester Institute of Technology in New York. He joined the Pragati group in 2000 and is in-charge of the operations in the commercial printing division as well as Prepress operations of the group.

Harsha's strengths are prepress, colour management, IT, process control, etc. His expertise in colour management stands the company in good stead, with some of the most colour sensitive customers such as paint companies, textile companies, etc. counting Pragati as a key partner in their branding efforts. A seven-colour extended-gamut system was developed by Pragati to closely match a very large percentage of paint swatches for many of India's leading paint companies.

He is also responsible for the automation of estimation and job planning – a customized software system for figuring out the best way to produce a printed product, as well as calculating estimates for it. Seamless connectivity of this data with ERP systems and prepress automation systems was also done using XML & JDF technologies.



**AJIT RAMA**  
*Managing Director*  
**MASPACK Limited**

Mr. Ajit R Varma, who serves as the Chairman and Managing Director of Maspac Ltd. As a second-generation entrepreneur, he has witnessed the remarkable evolution of Pulp Moulding Technology, from its origins in egg packaging during backyard farming days to its current applications in creating intricate 3D products for cell phones and various devices.

Here are the key strengths of our company:

**Pulp Moulding Plants:** Maspac Ltd. is a specialist in the design of Pulp Moulding Plants. We place a strong emphasis on Process Engineering and Equipment Design to ensure top-notch performance.

**Pulp Moulded Protective Packaging:** Our company excels in providing Pulp Moulded Protective Packaging and Solutions across diverse industries, including Home Appliances, Industrial, Chemical, Medical, Horticulture, and more.



**SIVA SUBRAMANIAN**  
*LOGANATHAN, GLOBAL IT LEADER*  
*- OFFICE OF CIO | HEAD OF*  
*TECHNOLOGY*  
**MOSS ADAMS (INDIA)**

With over 22 years of experience in the realm of global IT leadership, my career can be likened to a Venn diagram comprising three distinct elements: the service industry, product development, and captive services tailored specifically for the Indian market. During the initial decade of my professional journey, I delved deep into product development, particularly within the healthcare domain, while collaborating with Siemens Healthcare India and Siemens Healthcare US. This period was characterized by the exhilarating experience of crafting high-quality products adhering to stringent standards such as HL7 and FDA regulations. The unwavering commitment to product excellence allowed me to expand my expertise in emerging technologies.

Subsequently, my career embarked on a fascinating trajectory as I ventured into the dynamic entertainment industry, where I became a part of the Sony team. This unique opportunity enabled me to develop competencies for both the Indian and international markets. I had the privilege of witnessing India's transformation into a thriving hub for entertainment conglomerates. Additionally, I also spent a portion of my career at various consulting and service firms, where I engaged in enriching dialogues and practices concerning data security.



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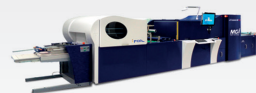


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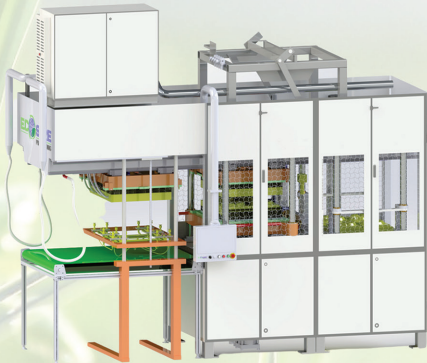


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# ASSOCIATE MEMBERSHIP APPLICATION



**Association for PRINT Technologies**

1802, Tower - 27, LOTUS PANACHE  
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## COMPANY & DELEGATE DETAILS

Company name: .....

Delegate name: ..... Mr

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Address line 2: .....

Address line 3: .....

City / District.....State.....Pincode:.....

Country: .....Phone/Mobile: .....

Alternate mobile: .....Email: .....

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I hereby declare that the information provided is true and correct. I will abide by all terms and conditions. I also understand I am entitled to update and correct the above information.

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Place:.....

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# 16th PRINTPACK INDIA®

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Website: [www.intrapacindia.com](http://www.intrapacindia.com), [www.printpackipama.com](http://www.printpackipama.com), [www.ipama.org](http://www.ipama.org)

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