

Mamata Machinery Pvt Ltd

Serving quality through creativity

Cost-competitiveness while addressing a change quickly without compromising quality and versatility is the key to success in the dynamic flexible packaging/converting markets. Sustainability is a growing concern among consumers, with the government banning the use of non-biodegradable plastics in flexible packaging. Considering these factors, Mamata Machinery Pvt Ltd has taken steps to promote quality and sustainability in its products, with positive results. **Avani Jain** traces the company's successful journey so far and its achievements.

The current market for flexible packaging in India is estimated at 2 million tonne, and is growing at 14-15 per cent annually. This growth is due to the rapidly increasing demand for consumer packaged goods from India's growing middle class.

Of the total packaging market, flexible packaging constitutes nearly 60 per cent. Leading the flexible packaging machine manufacturing market, Mamata Machinery Pvt Ltd designs systems appropriate for the current market needs. With the unique use of servo technology for plastic bag making and pouch making systems, the company

has expanded to more than 2,500 installations in over 65 countries across the globe. Apurva Kane, Senior Vice President, Mamata Machinery Pvt Ltd, says, "Application of technology gives us an edge over our competitors. Generally, foreign companies come to India to set up their plants, but we are one of the few Indian engineering companies in the industry who has done just the opposite, ie, set up plants and expanded operations in the US."

The journey so far

The Mamata Group was established in 1983. An integral part of this



Photo: Vijaykumar Soneji

group is Mamata Machinery Pvt Ltd, which was established in 1989. "We started off with circular woven looms and then diversified into bag making and pouch making machines in 1989. We even used microprocessors in our machines, which was unheard of at that time. We have always been a generation ahead. Also, we were one of the early exporters of packaging machinery in 1990," claims Kane.

The company started to export in 1990, with Africa as its first destination. It entered the European market in 1998 and the US market in 2003. "The company also exports to China, which is a great achievement as China is a huge market. In all, Mamata Machinery Pvt Ltd has nearly 700 customers in India and over 300 overseas," notes Kane. The company has promoted various joint ventures in India and the combined turnover of all group companies is over ₹ 600 crore. "As a result, Mamata Machinery Pvt Ltd today has its reach over 65 countries of the world and almost 70 per cent of its turnover comes from exports. In 2006, Plastindia foundation had recognised it as one of the best run enterprises of the plastics industry in India.

Impressive infrastructure

The facility in Ahmedabad covers a 15,000-sq m area, of which, the factory area is 4,500 sq m and the remaining houses the corporate office, sales and marketing division. "This facility has the capacity for producing 150 machines a year. At present, it employs 160 personnel. It is coming up with a new facility in September, which is about four times as compared to the present facility. Almost ₹ 35 crore will be invested in the new facility," mentions Kane.

Banking on uniqueness

Due to its unique business model, Mamata Machinery Pvt Ltd occupies a different place in the industry.

"Generally, in a factory, one always finds a machine shop, but this is not the case in our factory. We design machines, but do not manufacture any component here. We only assemble components at the facility," says Kane.

He elaborates, "In 1984, while starting our operations in Ahmedabad, we recognised that a large number of machine shops existed, but there was no work; the reason was that their previous employers, ie, the textile mills, had ceased functioning. We therefore asked the shop owners to manufacture machine parts for us." He continues, "This was a unique arrangement not seen anywhere in India: It allowed us flexibility and made it easier for us to quickly change our product mix. Through this, we could generate employment for most people working in those machine shops."

Broad product portfolio

The company specialises in bag making and pouch making machines. "Our machines can make all types of bags and pouches, eg, shopping bags, boutique bags, etc. We do not manufacture machines for making Gutka pouches or Jhabla bags. We make machines for industrial bags used for packing salt, detergent, shirt, stationery items, etc, and pouches for packing hand wash, shampoo, etc, which use sustainable films and not laminates," says Kane.

The servo-driven *Universal Bag Makers* are designed with a distinct advantage to customers. One can expect from these machines features such as versatility, modularity and flexibility to adapt to changing market needs, high productivity and long working life. Customers prefer to use these machines as these have the ability for quick changeovers from side seal to bottom seal or mix seal bags within 10 minute. This machine is available in three different widths, ie, 800 mm, 1,000 mm and 1,200



Sustainable packaging means two things, ie, use of minimum possible material and materials that are recyclable. If a company achieves these two objectives, then it is said to be moving towards sustainability.

Apurva Kane

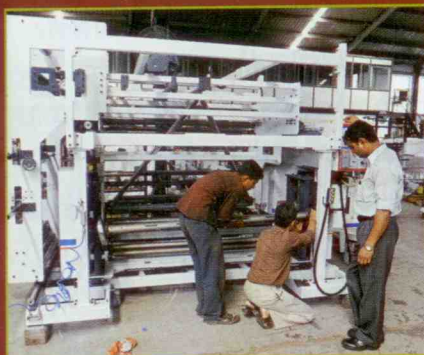
Senior Vice President

mm. The modular construction of the machine allows addition of a host of attachments to make value-added bags, eg, soft-loop handle bags, patch handle bags, garment bags, zipper bags made from polyethylene/polypropylene films, security/courier bags & envelopes, sine-wave top bags, die-cut handle bags, header seal bags, round/square bottom bags, duty-free shopping bags, etc.

The *Vega^{Plus}* pouch making system is a uniquely engineered all-servo, versatile and user-friendly pouch making machine available in different configurations. The machine applies servo technology to achieve and enhance processing advantages, especially in two areas of tension control and real seal time control. With this, the company offers different options in pouch making machines to the converters for making a variety of pouches. This machine is available in working widths of 610 mm (24"), 820 mm (32") and 1,020 mm (40").



Universal bag making machine in assembly



Servo-driven unwind assembly



Pouch making machine being manufactured



Machines being tested thoroughly

Photo: Vijaykumar Soneji

Servo Wicketers are known for their flexibility, consistency and productivity over a wider range of films. Available in speeds of 280 cycles/minute, Vega series Wicketers are an ideal solution for converters looking to modernise their operations at low investment risks. It is also an excellent option for customers with plans of renovating old existing clutch and brake machines running in their factories. These Wicketers are designed to make conventional bread bags and also incorporate value-added applications like zipper poly bags, square/round bottom bags, diaper bags, hygiene bags, bags for fresh produce, bags with hot pin blocking, etc. These Wicketers are available in working widths of 710 mm (30") and 1,000 mm (40").

Other products include servo-driven high-speed side-seal bag makers, which come in two sizes, ie, 600 mm and 750 mm, servo-driven pouch maker and servo-driven centre fin seal/lap seal pouch maker.

Driving sustainability

The company's focus is to develop a technology that allows customers to process biodegradable and recyclable films. This is because regular machines that make bags and pouches are not capable of processing these films. "The technology that we are offering to the market helps in processing thinner films. We have developed a new product, ie, form-fill-seal machine. This is a patented technology, which uses recyclable film and not laminate," informs Kane.

He further explains, "Sustainable packaging means two things, ie, use of minimum possible material and materials that are recyclable. If a company achieves these two objectives, then it is said to be moving towards sustainability, and our company features among those few companies."

Total quality assurance

In 1997, Mamata Machinery Pvt Ltd became the first Indian company in

plastic bag making machinery industry to receive ISO 9001 certification. Today, the company has a four-stage quality assurance programme in place. "First is the designing stage, where the designer studies everything and then specifies a certain brand of material. Specifying a brand helps ensure certain inherent quality of the product. Second, all the controls added to the machine are made by us and tested at 50°C & 80 per cent humidity. This is to ensure that the machine adapts to environmental conditions prevalent in countries like India, Dubai, etc. Third, all machines are tested and certified before dispatching to customers. Finally, feedback from customers is taken. This is an ongoing process and helps us to maintain the quality of our products," explains Kane.

Market growth and emerging trends

Mamata Machinery Pvt Ltd works with the philosophy of providing machines with improved flexibility, accuracy and operator-friendliness without compromising on productivity. This is the major reason for the company's success. Kane mentions, "Last year, the growth rate of the company was 32 per cent. In the next five years, we aim to achieve a minimum growth of 25 per cent every year."

As the logo of the company says, it truly believes in valuing the trust of its customers and considers this as the basis for future growth. However, for the Indian packaging industry, there is still a long way to go. "Although the Indian packaging industry is growing at a rate of 20 per cent, worldwide it commands only 0.2 per cent of the total market. This is because processors in India are unable to adopt manufacturing methods that can allow them to scale up operations quickly and without compromising quality. Thus, India needs to work really hard to become a world leader in flexible packaging and outmanoeuvre China in competition," concludes Kane. ■