



The Story of a Pouch



Speaker: Nadeem

Who We Are



- Part of \$1 billion Paharpur Group

- Three Manufacturing Sites

- 1,000+ employees



- Largest pouch maker in India

- Leader in Sustainable Solutions

- Largest Retort maker in India

What We Do



Your Perfect Packaging Partner 



Zero leakage
100% Reliability

INDIA'S FIRST CHOICE FOR KETCHUP PACKAGING

For over 30 years, Paharpur 3P has been recognised as the market leader in Liquid Packaging in India. Our clients rely on us because we provide:

- Reliable products
- Innovative solutions
- On-time delivery
- Easy to work with



INDIA'S LEADING FLEXIBLE PACKAGING PROVIDER

MARKETS WE SERVE
Food & Beverage | Home & Personal Care
Ready-to-eat | Pharmaceutical

PAHARPUR GUARANTEE

Under **Paharpur Guarantee** you get shorter lead times, no MCOs, and guaranteed 100% delivery on time. We offer a 30% discount for a 1 day delay and additional 10% discount for each day's further delay. For a delay of more than 7 days, we bear the entire cost.*



CERTIFICATIONS



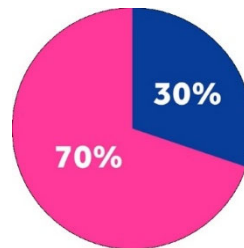
ISO 9001: Quality Management System Standard
ISO 22000: Food Safety Management System Standard
ISO 14001: Environmental Management System Standard
HACCP 18319: Occupational Health & Safety Management System Standard

PAHARPUR 3P
Plot No. 15, Site B Industrial Area,
Sahibabad 201 010 (Delhi NCR), India
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 **A PAHARPUR GROUP COMPANY**

DELHI | MUMBAI | BENGALURU | HYDERABAD | CHENNAI | KOLKATA

* Call us for details



Your Perfect Packaging Partner 



90% Market share
100% Reliability

INDIA'S FIRST CHOICE FOR HANDWASH PACKAGING

For over 30 years, Paharpur 3P has been recognised as the market leader in Liquid Packaging in India. Our clients rely on us because we provide:

- Reliable products
- Innovative solutions
- On-time delivery
- Easy to work with



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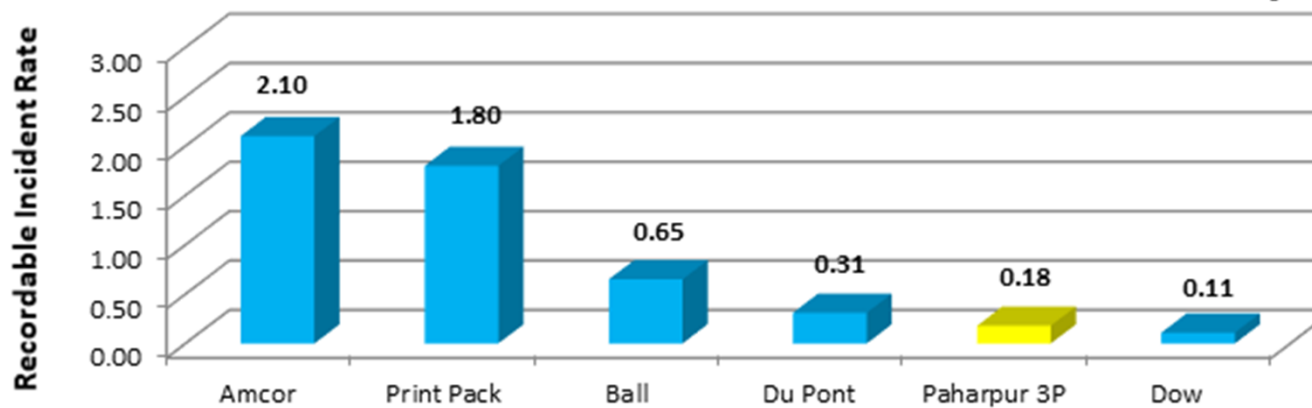
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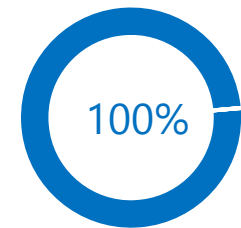
What We are Passionate About



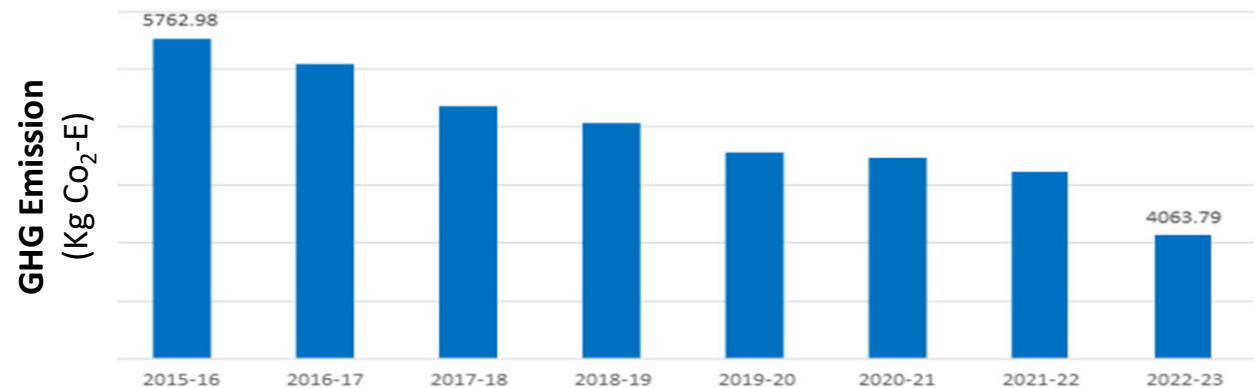
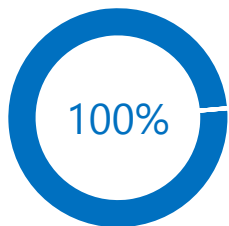
One of the Best Recordable-Incident-Rate in the Industry*



Water Management
& Clean Energy



EPR
(% of total material)



* Source: 2022 Publicly available corporate information

The Stories of Pouches that we have been writing

The Story of Paperboat Pouch



Shelf-stable,
shaped, spouted
stand-up pouch

Helped Paperboat
become No.1
Juice/Ethnic drinks
brand in India

The Story of Unilever Ketchup Pouch



Helped Unilever
become No.1
ketchup brand in
India



The Story of Unilever Mayonnaise Pouch



Helped Unilever's
rural reach in
India



Mono-material
Recyclable Structure



The Story of P&G Ariel Pouch



- Twice the Branding Area
- Half the Fossil Fuel consumption
- Half the GHG Emissions
- Half the Cost



Hindustan Petroleum (HP)



- 1-Liter Multi-grade Lubricant (Motor Oil)
- HDPE Plastic container
- Metalized Film Label

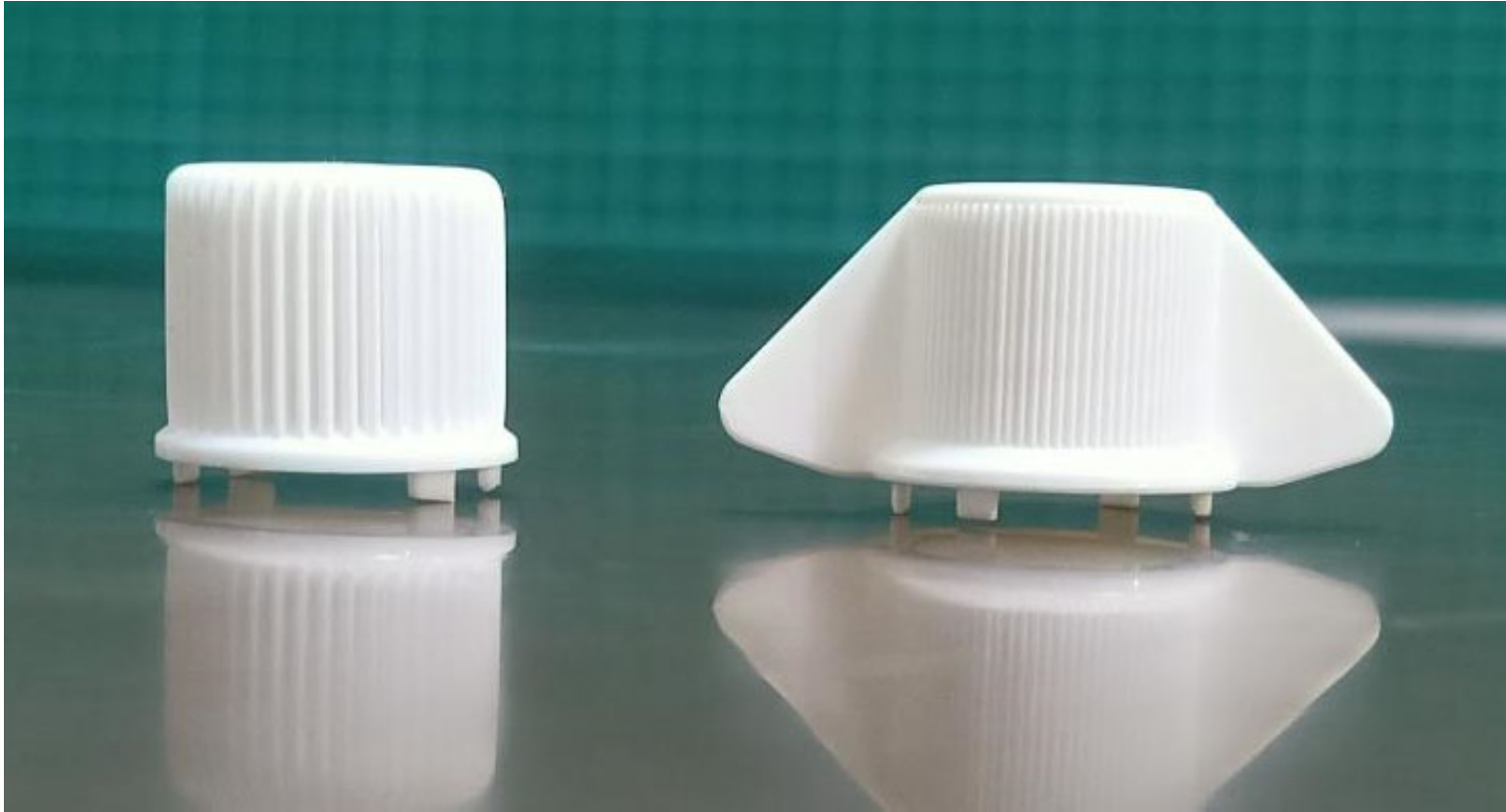


Pain Points



- Problem of Counterfeit Re-fill of HDPE container.
- Product Differentiation to Increase Market Share.
- Carbon Footprint Reduction.
- Margin Enhancement.

Easy-to-Open Caps

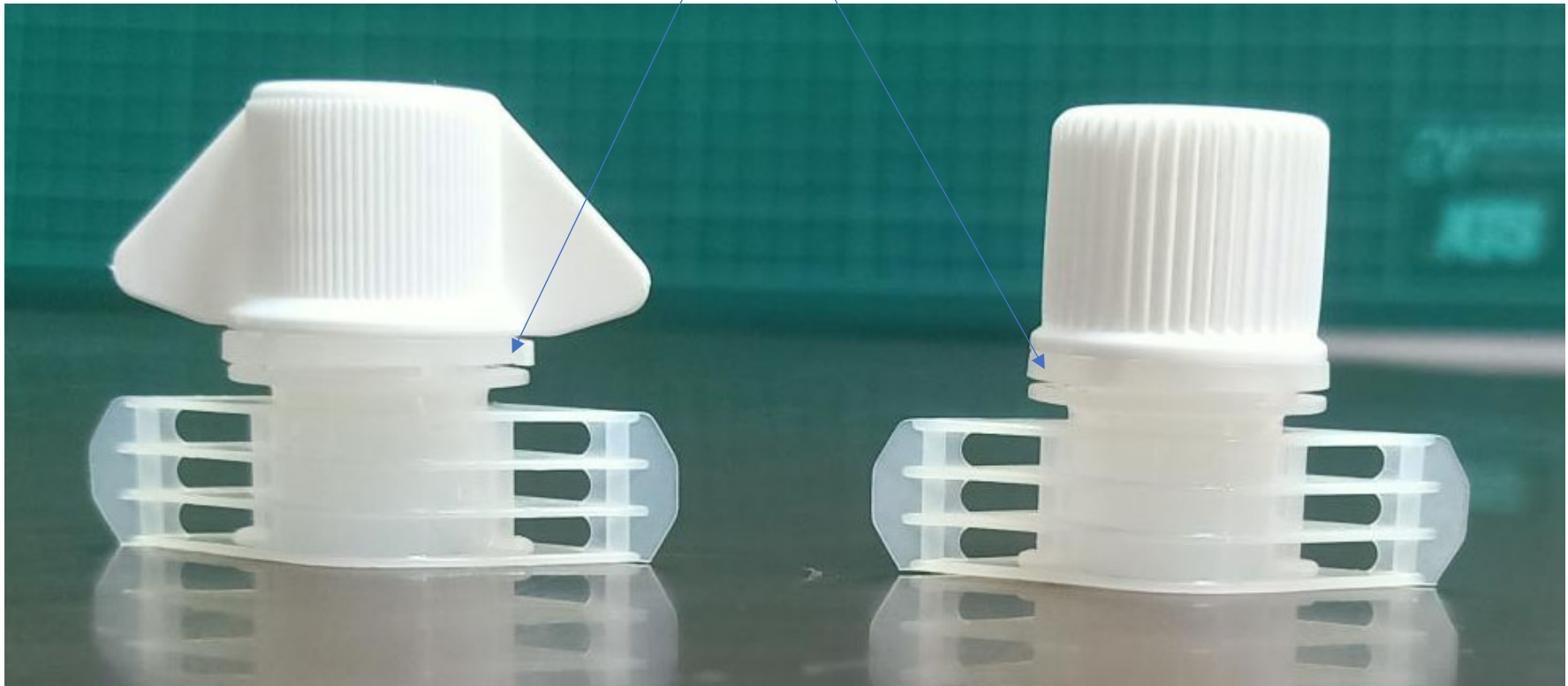


Patented - Paharpur 3P

Tamper-Proof Ring...



...on the Spout

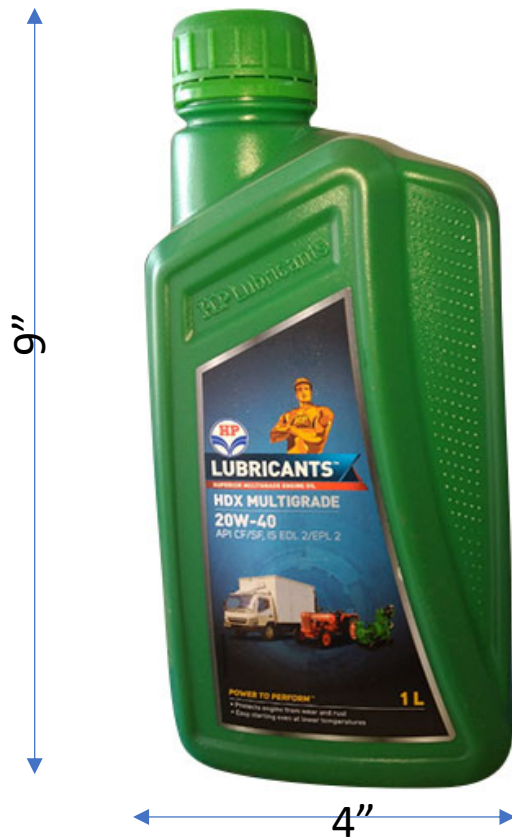


Patented - Paharpur 3P

Product Differentiation










Product Differentiation



Carbon Footprint Reduction



Life Cycle Assessment – Motor Oil Packaging Case Study

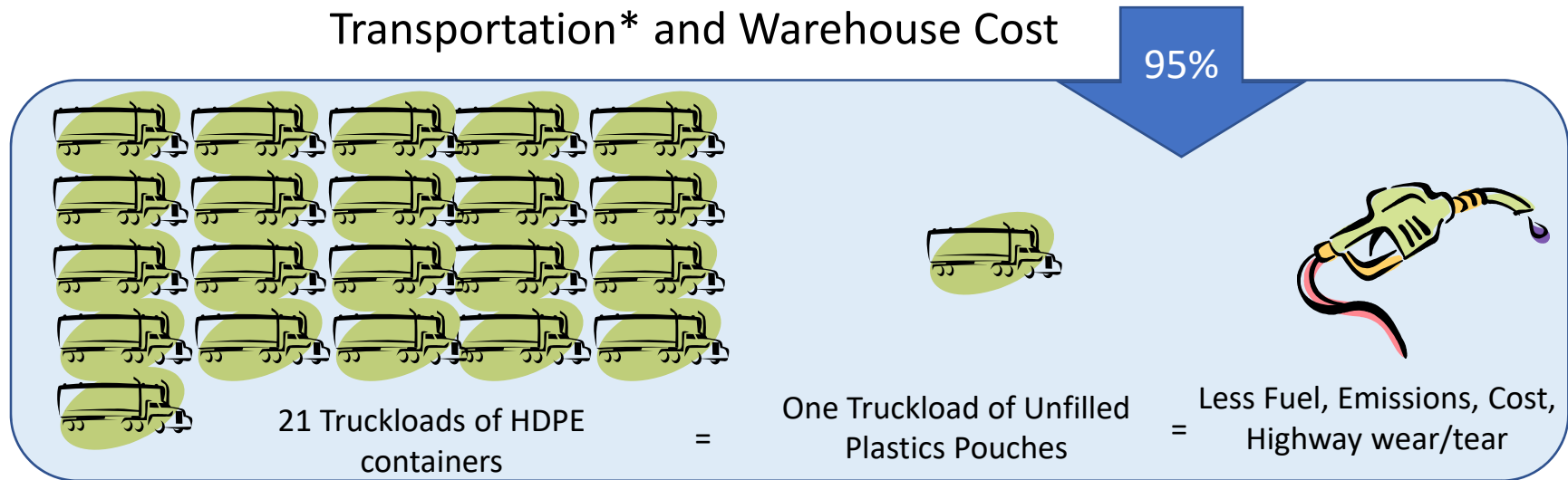
FORMAT	 FOSSIL FUEL CONSUMPTION (MJ-EQUIV)	 GHG EMISSIONS (KG-CO ² EQUIV)	 WATER CONSUMPTION (L)	 PRODUCT-TO-PACKAGE RATIO (%)	 PKG LANDFILLED (G)/1000 KG MOTOR OIL)
FLEXIBLE STAND-UP POUCH W/ FITMENT 	14.12	.5998	1.03	38.0 : 1 97.4% : 2.6%	26,301
RIGID HDPE BOTTLE 	38.58 (+173%)	1.52 (+153%)	6.33 (+513%)	14.8 : 1 93.7% : 6.3%	45,501 (+73%)

Source: Flexible Packaging Association

Margin Enhancement



Transportation* and Warehouse Cost



* 330,000 pouches/truck v. 15,700 HDPE container

Package Cost



40%



Margin Enhancement



Reduction in Package Cost

+

Reduction in Transportation Cost

=

28% Increase in Profit

The Story of HP Pouch



Enhanced Shelf
Appeal

Eliminated
Counterfeit Re-
fills



Significant Cost
Reductions

A More
Sustainable
Package

Flexible Packaging Achievement Award



SILVER – EXPANDING THE USE OF FLEXIBLE PACKAGING

HP HDX LUBRICANT OIL STAND-UP SPOUTED POUCH, 1 L

This spouted stand-up pouch package for 1 L lubricant oil replaces traditional rigid plastic bottles and reduces greenhouse gas emissions by more than 1,100%, packaging landfilled by 163%, and plastic usage by 64%. The pouch was designed to protect the integrity of high-performance oils and lubricants which tend to migrate and may cause layer separation. The technical aspects to ensure leakage, dart, and puncture resistance as well as the physical appearance of the pouch were considered in the design process. Compared to rigid bottles, inventories of spouted pouches are much more space efficient and require much less area to store.

MANUFACTURER: PAHARPUR 3P

END-USER/CUSTOMER: HINDUSTAN PETROLEUM CORPORATION LTD.

PLANT: SAHIBABAD, UP, INDIA, IN

DESIGNER/DESIGN FIRM: PAHARPUR 3P PRIVATE LIMITED

KEY SUPPLIERS: UFLX (PET SUPPLIER); VACMET (METPET SUPPLIER); EMBLEM (BON SUPPLIER); AND SAKATA (INK SUPPLIER)

Source: Flexible Packaging Association

What is the Story of Your Pouch.....



- Stand-up pouches are fast replacing rigid packages.
- Stand-up pouches are the leading choice for the Brand Owners.
- Stand-up pouches support lifestyle choices of today's consumer.
- Economic, Marketing, and Sustainability Benefits far outweigh other options.



We would Love to create
the story of Your Pouch