



### Mr. Pratik Jajodia

Managing Director  
Tirupati Reels Private Limited



a business vertical for transit packaging which will help our existing and new customers to safely pack their products through our domain expertise and resolute teams, thus eradicating chances of product damages during course of transportation. This will be a strategic move in our endeavor to achieve the expected growth levels.

data through our digital initiatives, which has become the core requirement of each department in our organization. We have also initiated a **"Project Parivartan"** which aims at achieving an organization level change in mindset of everyone towards goal & growth with 100% digitization with a target date of 1st October 2025

#### What are some of the key milestones of the company in recent years?

Tirupati Reels boasts of being Southeast Asia's most modern, largest, and fully Automatic Wooden Reels Manufacturing Unit. The automation journey began in 2016 where we started with a moderate capacity of 80,000 reels a year whereas now, we were producing about 250,000 reels every year. Starting 2024 we have added another manufacturing facility which over the next 4 years will gradually produce 600,000 reels every year taking our total capacity to around 850,000 reels. We are the largest consumers in India for softwood under a single roof already. Our revenue for FY 2023-24 was around 150 Crores, now targeted to grow at a CAGR of 30% over the next 5 years.

#### What are some of the key products / services offered by the company?

Our key products are Pinewood Reels, Pallets, Boxes, Cold Storage Bins currently. All products are used by various manufacturing organizations for packing their products. We also aim to start

#### How does your organization leverage on innovative supply chain & logistics solutions to drive operational efficiency?

Our products are the epicenter of the logistical requirements of most organizations. It is imperative for us to provide the best design of our products through our well experienced R&D Team, at right prices to form an effective solution. We provide onsite & off-site inventory management solutions to our customers to provide Just-In-Time deliveries with Technology thus ensuring our customers achieve maximum efficiency in their core operations without worrying about allied services & products. We are the only FSC certified company for Wooden Reels in India to ensure sustainable solution for listed B2B customers to maintain prominent level of ESG compliance by using FSC certified raw materials in our products. To provide all this it is quintessential that we are always working with massive amounts of

#### What is your company's growth strategy for next 3-5 years?

Our company aims to grow at about 30% CAGR over the next 7 years with the addition of capacities of the existing product line while adding new verticals. This growth will help to add value to our stakeholders who have believed in our capability to do something that has never been done in India, growth in values of our team members who are striving hard to achieve the common growth goals of the company and most certainly our customers who will keep getting products from us centric to our core mantra

#### "QQD"

Quality - To get the right quality product.

Quantity - To get the product in desired quantities.

Delivery - To get the products delivered at the right time. ■