



**Ashish Pradhan**

President Asia  
Siegwerk



has taken a leadership position in product safety, which led to several developments in the area of food packaging safety. One specific example is the ban of Toluene in food packaging inks. The other one we are supporting strongly is the elimination of mineral oils in food packaging for sheetfed offset.

### What are some of Siegwirk's initiatives to drive sustainability practices for business operations?

Apart from the focus on product safety related to inks, Siegwirk has invested significantly in the journey towards making our Bhiwadi plant operations sustainable. A few key initiatives are, we moved to solar energy, which will cater to 36% of our energy consumption by Jan 2024. We have also made significant progress in improving our energy consumption per ton of ink which will be lower by 25% by the year 2025 from the baseline of 2022. Siegwirk has engaged very deeply with the communities around our operations in Bhiwadi in various CSR projects. One specific example is the restoration and rejuvenation of the water body in the neighboring Dhaki village which has resulted in improving the water table significantly for the villagers.

### What are some of the innovative initiatives taken by your

### company in recent years?

The innovative initiatives that Siegwirk has taken, apart from the areas of product safety and sustainability, are in the customer domain. We have made our customer interface seamless and we have used our digitalization initiatives to support this. The prime example is our Customer Portal which gives our customers a seamless digital experience and also the latest innovation of Track & Trace, where the customers get real time information on the delivery of our products to their factories.

### How is the company gearing towards "Aatmanirbhar Bhavishya"?

During Covid we saw the disruption of the global supply chains and realized that they are not as robust as we thought they were and the geo-political situation post Covid is not making things any easier. Therefore we at Siegwirk started focusing on being more self-reliant (aatmanirbhar). In this process we are developing new suppliers within India to replace our imported content of raw materials. This will not only aid Siegwirk in the vagaries of supply chain but also improve our cost position in the global market.

Siegwerk is one of the leading global providers of printing inks and coatings for packaging applications and labels. Headquartered in Siegburg (Germany), Siegwirk is located in more than 30 countries serving customers worldwide. We interviewed Ashish Pradhan about Siegwirk's India growth journey, sustainability practices for business operations, innovative initiatives and company's plan towards "Aatmanirbhar Bhavishya"

### How would you describe the Siegwirk's journey in India? What are some of the key milestones of the company in recent years?

Siegwerk in India has had a responsible, profitable and sustainable growth. We started operations in India in the year 2005 with the acquisition of the packaging inks unit of SICPA. Since then Siegwirk has established itself as a market leader in packaging inks in most packaging formats. In the past few years, Siegwirk