



Sustainable Packaging: The Next Frontier



Celebrating 15 Years of Learning & Growth

March 2026

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Sustainability-Led Transformation in Packaging



Original

WE MAKE IT WORK

RECYCLED,
PRACTICAL
AND BEAUTIFUL

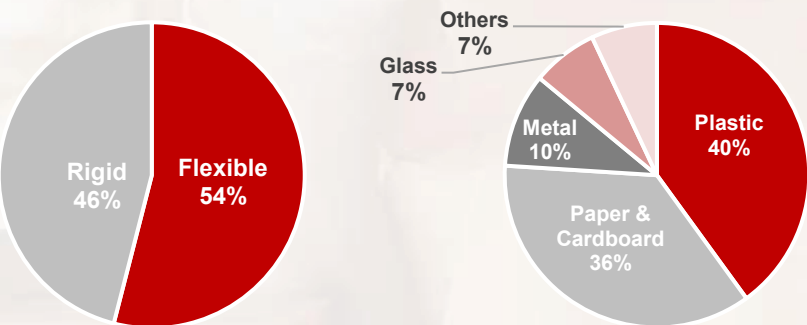
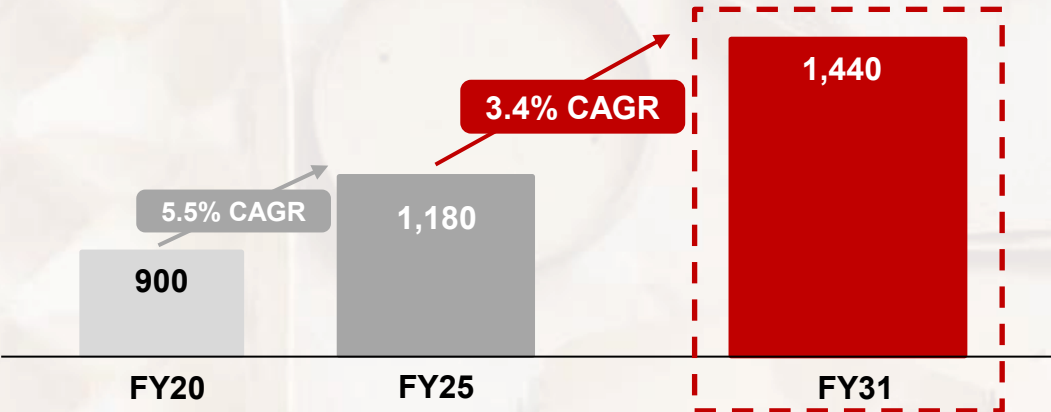
Market Overview

Indian Packaging Sector Emerging As A Hypergrowth Market

India Outpacing Global Packaging Growth

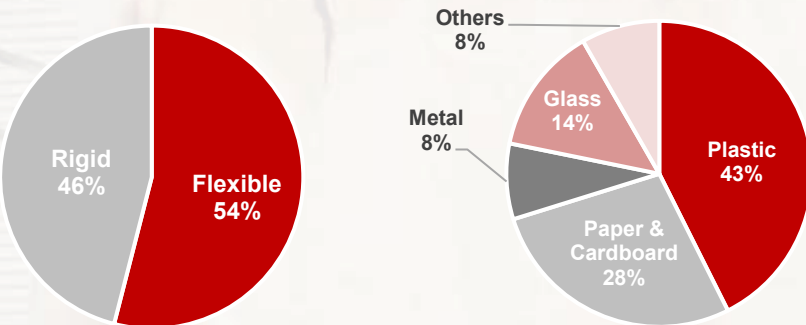
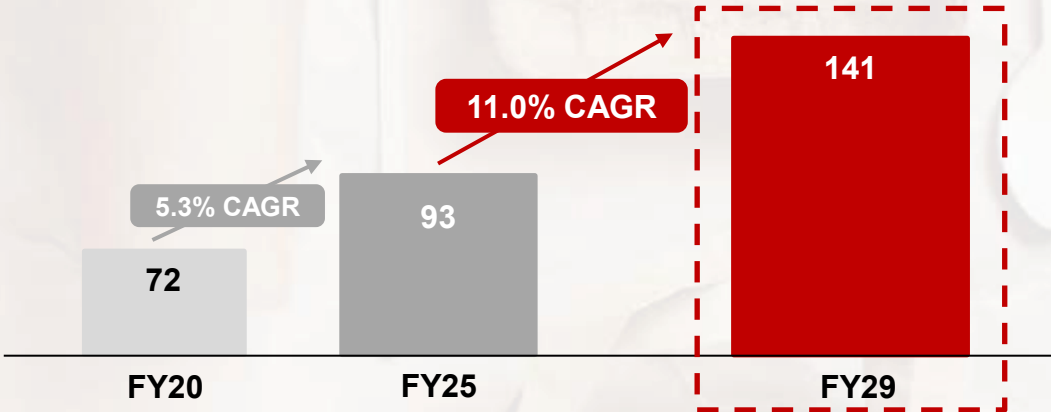
Global packaging growth moderates while India emerging as a key growth engine amid evolving sustainability imperatives

Global Market (\$B)



Flexible packaging dominates by format, while plastic and paper-based materials together account for the majority of global packaging demand

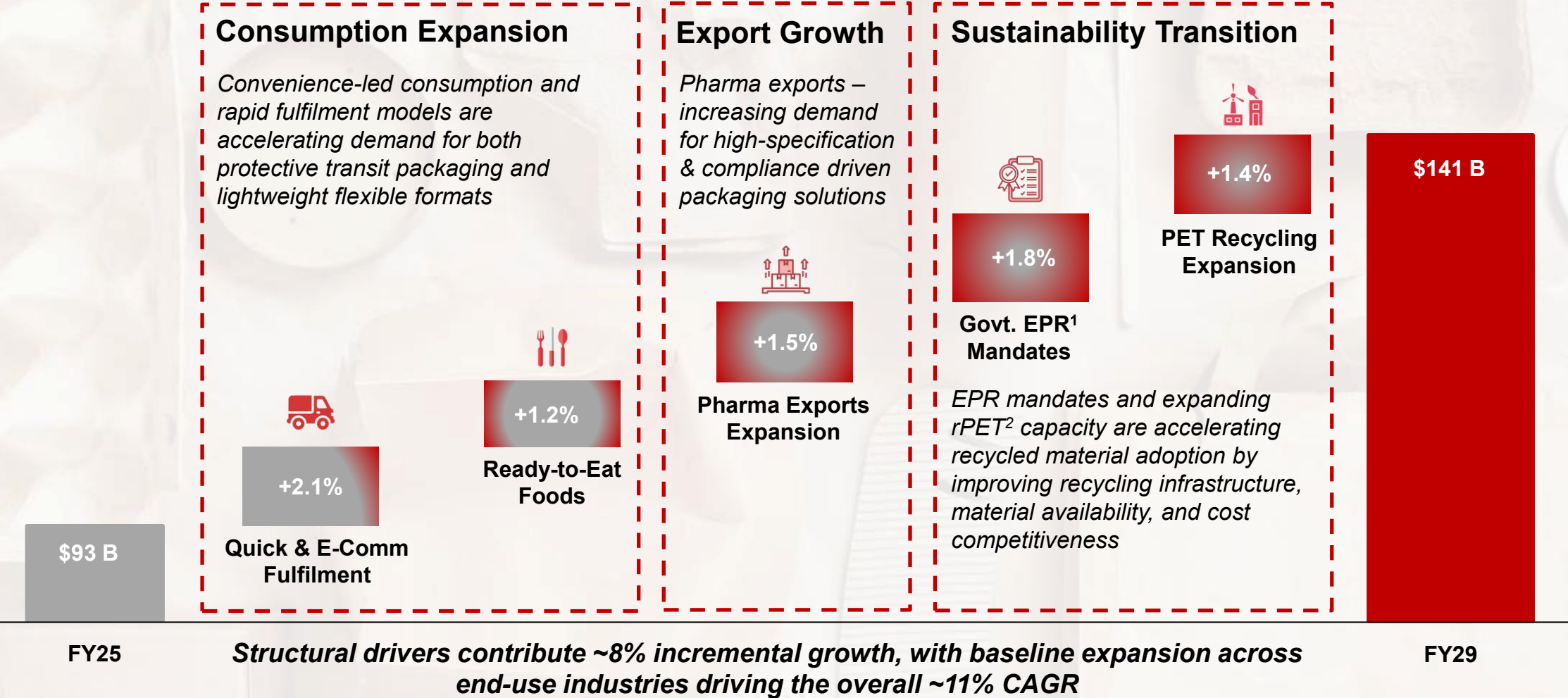
Indian Market (\$B)



India broadly follows the global format split, with plastic and paper used in almost similar proportions, while glass has a relatively higher share compared to the global mix

Sustainability Becoming A Structural Growth Driver

Structural shifts in consumption, pharma exports, & sustainability regulation are accelerating growth in India's packaging space





Regulatory Landscape

Evolving Policies Reshaping India's Packaging Sector

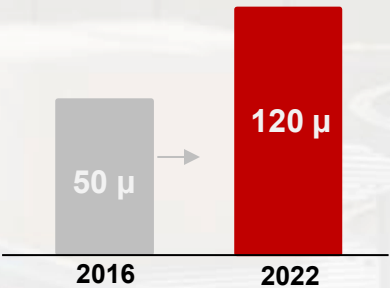
Regulations Driving Sustainability Shift

Regulatory interventions across materials and circularity are driving structural shift in packaging

Material Restriction

eff*. from 2016, updated in Dec 2022

Thickness Restriction



Min. thickness for single-use plastic improving reusability



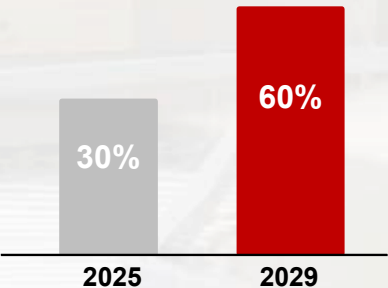
Single-Use Plastic (SUP) Ban

Total ban on identified low-utility SUP items including cutlery, straws, and wrapping films.

Circular Targets

eff*. from Feb 2022

Recycled Content Mandate



Mandatory minimum recycled content in rigid packaging



Extended Producer Responsibility

Producers must collect/recycle equivalent plastic introduced.



44,869 Entities Registered

Traceability & Compliance

eff*. from Jul 2025



Mandatory Traceability



Rigid Plastic Packaging

Mfg details, thickness, and recycled % must be encoded



Non-Compliance Penalties

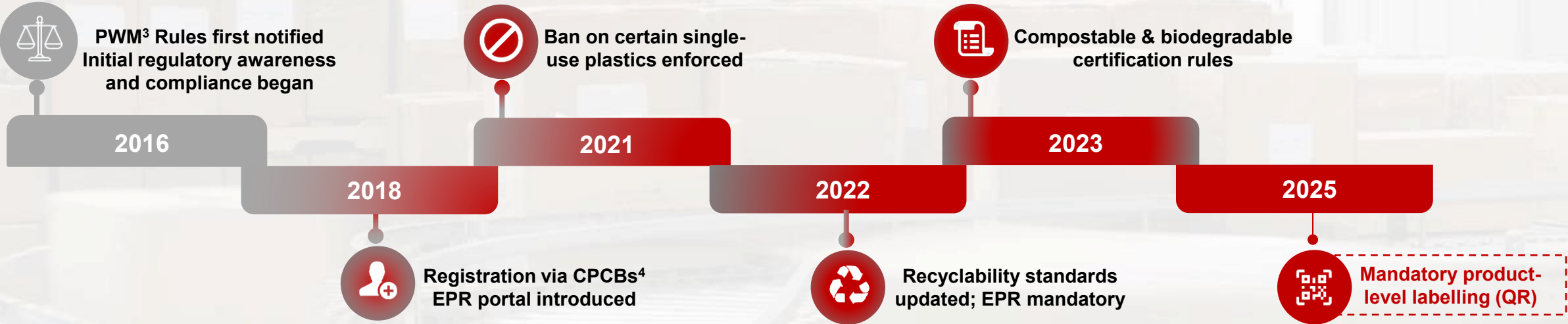
- Seizure of goods
- Fines: ₹50k - ₹2 Lakh per SKU
- Risk of blacklisting



Non-compliance may result in confiscation, fines, sale restrictions, environmental penalties and potential business closure

Regulations Enforced Through Phased Compliance Timelines

Phased compliance framework is increasing cost and accountability across the packaging value chain



Mandatory Recycled Plastic Targets (PWM Amendments)				
Category	2026	2027	2028	2029+
Cat I (Rigid/PET Bottles)	30%	40%	50%	60%
Cat II (HDPE ⁵ /Milk Jugs)	10%	10%	20%	20%
Cat III (PVC ⁶ /Pipes)	5%	5%	10%	10%

Registration Cost Structure	
FEE	₹5,000 - ₹50,000 (Depending on scale >10,000 TPA)
VALIDITY	1-3 Years (Must be renewed thereafter)
TIME	18-25 Days (Subject to review)

Stricter regulations are driving increased recycled content requirements

Source: Ministry of Environment, Forest and Climate Change (MoEFCC)

³PWM: Plastic Waste Management ; ⁴CPCB: Central Pollution Control Board; ⁵HDPE: High-Density Polyethylene; ⁶PVC: Polyvinyl Chloride

Tightening Enforcement and Relative Compliance Costs

Higher compliance burden accelerates industry consolidation



Penalty Severity Analysis

Relative financial impact of non-compliance

Missing Barcode/QR ₹50k - ₹2 Lakh / SKU

Non Compliance: Impact Seizure of goods, customs hold

False Reporting ₹5 - ₹10 Lakh

Non Compliance: Blacklisting, loss of market access

No EPR Registration ₹1-5 Lakh + Daily Fine

Non Compliance: License suspension, production halt

Late Annual Return (>30 days) ₹25k - ₹1 Lakh

Non Compliance: Renewal delay, interest liability

Shortfall in EPR target ₹2k / Tonne

Non Compliance: Extra Environment compensation

Regulatory enforcement for non-compliance is carried out by CPCB, SPCBs⁷, and the MoEFCC



Alert

Four firms fined over ₹355 Crores for fraudulent EPR certificates



Compliance Tools Investment



Automated Labelling ₹2 Lakh - ₹15 Lakh



Trace & Track Systems ₹10 Lakh - ₹25 Lakh



Material Testing Eq. ₹3 Lakh - ₹25 Lakh



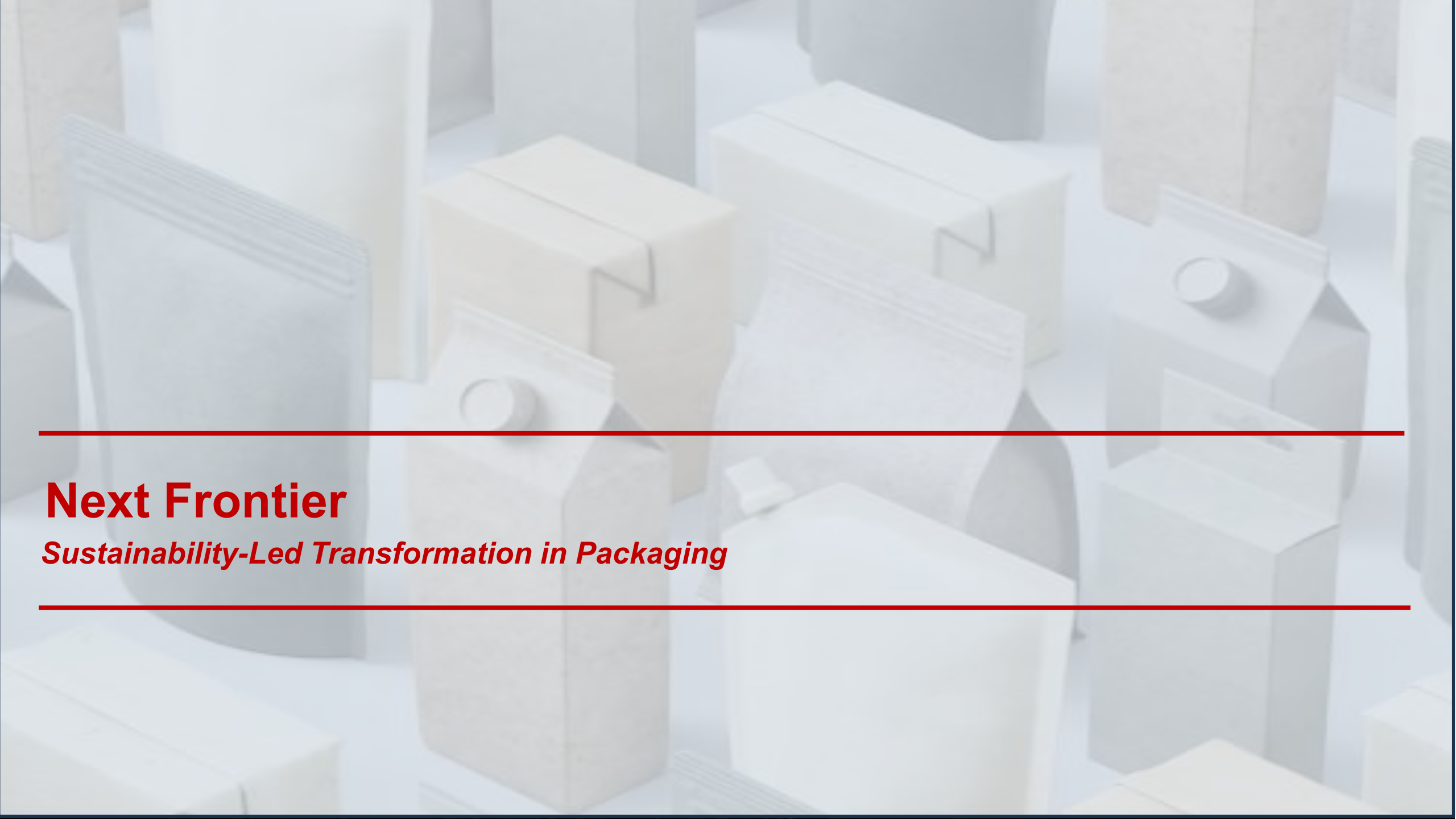
Digital Platform ₹25k - ₹1 Lakh



Env. Monitoring Tool ₹15k - ₹75k

Market Consolidation

Stricter compliance enforcement is likely to push smaller players out, allowing larger players to capture greater market share



Next Frontier

Sustainability-Led Transformation in Packaging

Embracing Sustainability: Rising Adoption Demonstrated Industry Wide

Circular Economy Adoption

Adopted by 10% of plastic packaging players; Of their output, 80% of plastic waste is recycled or repurposed

10%

Solar Power Adoption

Leading to cut in energy costs by 25% for packaging companies

50+

Start Ups

Over 300 start-ups are developing plant-based packaging alternatives, including seaweed and mushroom-based materials

300+

30%+

60%

10,000+

Recycled Plastic Usage

Recycled plastic usage in packaging has grown to 30% in 2025, up from 22% in 2020

India's Target Commitment

India has committed to the New Plastics Economy Global Commitment, aiming for 60% recycled plastic in packaging by 2029

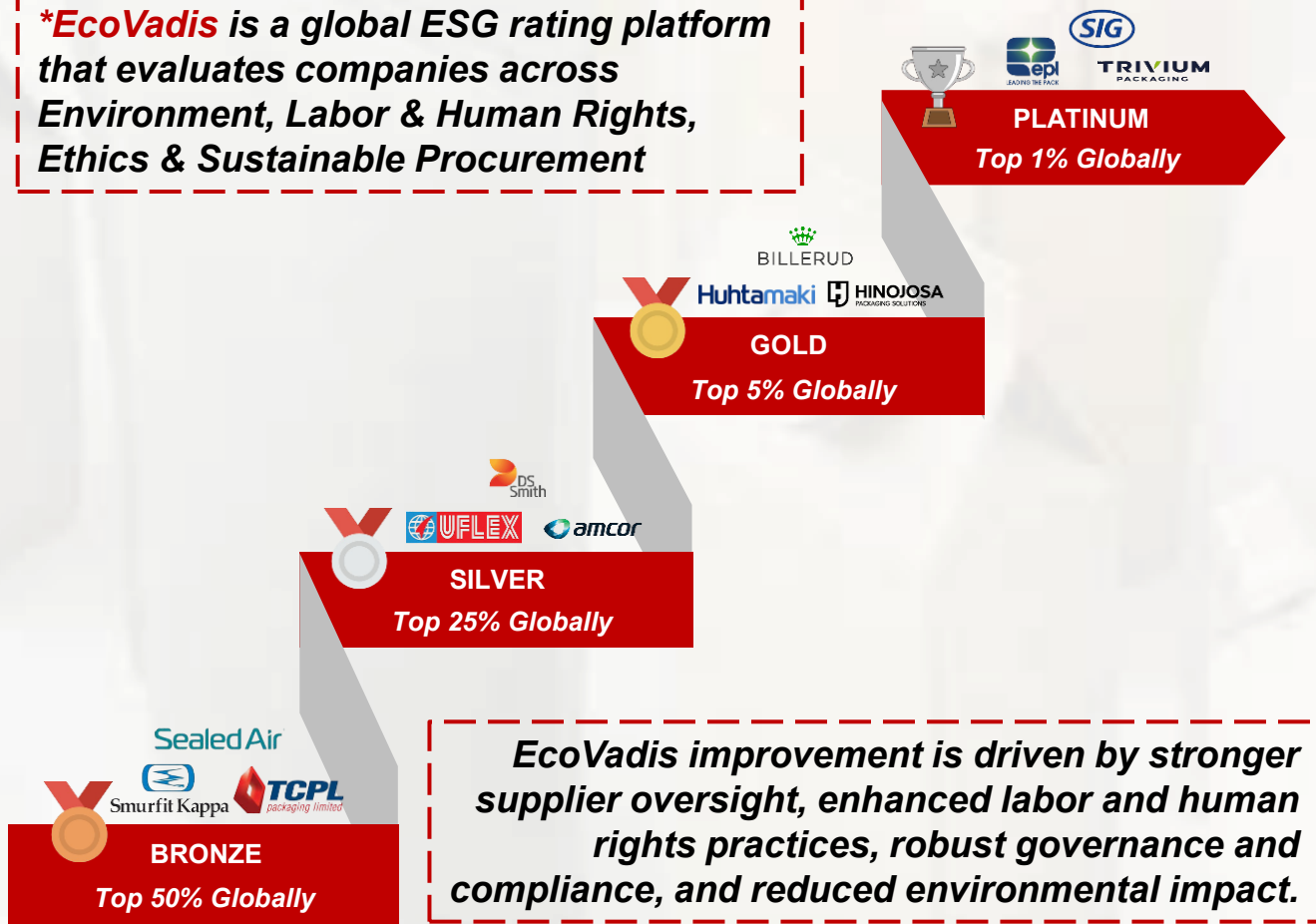
Manufacturer Compliance

EPR norms include 12 types of packaging materials, covering more than 10,000 manufacturers

Leading Players Driving Sustainability Transition

Leading Players Ranked as per EcoVadis*

**EcoVadis is a global ESG rating platform that evaluates companies across Environment, Labor & Human Rights, Ethics & Sustainable Procurement*



Industry Leaders' Recent Initiatives

-  **Huhtamaki 'blueloop'**
Designed for circularity and recyclability
-  **EPL**
Shift from Aluminum Barrier Laminate (ABL) to Plastic Barrier Laminate (PBL) for recycling
-  **Manjushree 'BornAgain'**
PCR resins initiative collecting post-consumer waste for rigid packaging
-  **Uflex**
Focus on rPET films and converting mixed plastic waste to reusable materials
-  **TCPL**
Dedicated TCPL Innofilms for sustainable flexible packaging

Innovative Startups Accelerating Sustainable Packaging Transition

Focused on material innovation and circularity-led solutions

Bambrew



Founded : 2019

Innovation:

Bamboo & bagasse-based sustainable alternatives

FUNDING

\$20.2 M

Fibmold



Founded : 2022

Innovation:

Moulded fibre packaging using bamboo and agricultural waste

FUNDING

\$10 M

Zerocircle



Founded : 2020

Innovation:

Seaweed-based, marine-degradable and compostable packaging materials

FUNDING

\$4.9 M

Dharaksha Ecosolutions



Founded : 2020

Innovation:

Biodegradable packaging from crop stubble waste

FUNDING

\$3.4 M

Packmile



Founded : 2015

Innovation:

Paper-based, eco-friendly e-commerce packaging (paper bubble wrap, tapes)

FUNDING

\$344 K

Get Bumbo



Founded : 2019

Innovation:

Sugarcane bagasse & wheat straw into compostable packaging products

FUNDING

\$76.9 K

Ecoware



Founded : 2010

Innovation:

Sugarcane residue and palm leaves as raw materials

FUNDING

Undisclosed

Chuk



Founded : 2017

Innovation:

Sugarcane bagasse as raw material. Follows pulp-to-product model

FUNDING

Unfunded

Disclaimer

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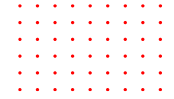


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