



# PRINT BUSINESS OUTLOOK CONFERENCE 2016

March 15, 2016  
Mumbai, India



# Packaging Design and Branding

## Panel Discussion



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# The Indian packaging industry in numbers

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The total worth is USD 24.6 billion

In 2016, it is expected to become the fourth largest packaging market in the world with a revenue of USD 43.7 billion



Smithers PIRA estimates the growth of packaging in India, through 2018, to be on the order of 10% per year



## THE BIG TICKET NUMBERS

Plastic packaging growing at 25%

Rigid containers growing at 15%

PET bottles growing at 25%

Lamitubes growing at 12%



India's per capita consumption of packaging is only 4.3 kg

Neighboring Asian countries like China and Taiwan show about 6 kg and 19 kg, respectively



Hinged dispenser style  
folding carton with  
auto closing function  
for Bausch & Lomb





# AWARD-WINNING PACKAGE DESIGNS



Hamburg, Germany-based designer Johannes Schulz creates a human rib cage – glass in glass for the Vodka brand – Spine Vodka



# AWARD-WINNING PACKAGE DESIGNS



A school project at British Higher School of Art and Design turns a typeface into a beer



# AWARD-WINNING PACKAGE DESIGNS

Many products make grand claims but few can demonstrate those abilities before you've even removed them from their packaging...

**Festina Watches**  
Packaged in a pouch of  
water





Multi faceted (yet supplied flat) - folding carton for a perfume -  
extensive use of holographic foils



# SHIFT IN PACKAGING – INDIAN EXAMPLES



## **Ashwini Deshpande**

Founder Director,  
Elephant Design

## **Abhimanyu Nohwar**

Founder, Kiba Design

## **K.M. Lakshminarayanan**

Former PDD head, Colgate Palmolive



CREATING FUTURE PRINT THROUGH TECHNOLOGY AND INNOVATION



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