

# COMPANY PROFILE



*Innovation Through Technology*

Hindustan Flex Limited is a limited company specialized in the manufacturing of high quality liquid printing inks for flexible packaging and metal containers for packing of liquid or powder based materials, with a commitment to offer products & solutions optimally placed on Price Value Matrix. Our products and services are designed to provide reliable cost-effective solutions to your industrial applications. Our prime objectives are quality, consistency and customer satisfaction. We ensure that all your packaging needs are fulfilled with maximum ease and flexibility.

With immense dedication and team-work we are now one of the leading ink and container manufacturers in the country. Our team has grown bigger and better since its outcome, both in number and experience. Dedication to innovative technologies and product quality has enabled us to provide solutions to a wide range of applications.

HFL combines Chemistry & Technology, ensures Quality & Consistency & assures pre & post Technical Support for establishing a longevity in business relationships with customers at affordable prices – thereby creating a robust “value chain” and a win-win situation for all the stake holders. Thus, with its high-value (quality and price competitive) products and intelligent solutions, HFL intends to carve out the important and long-lasting place for itself in the Indian and International markets.

Our portfolio for printing ink division ranges from Solvent Based Liquid Inks for packaging applications along with UV & Water Based Inks. Offset Inks and Digital Inks being next on line for near future introduction. The company has put together a dedicated “Service Engineer Team” for providing “after sales service” to our customers (convertors) by selecting internationally experienced printers, with added knowledge of printing inks and their impact on print quality.

Versatility of operations serves as another unique source of competitive advantage for the firm as it manufacturers a wide variety of steel drums ranging from a base capacity of 15 liters to around 30 liters. Flexible operations facilitate the manufacture of various types of drums such as – Lightweight drums, Epoxy coated lacquer drums, and Open mouth drums as well as drums with different dimensions of Spouts as per customer demands. Also, in order to live up to its philosophy of continuous improvement and growth, the company will further diversify its product portfolio by venturing into the manufacturing of 200 liter barrels at our manufacturing unit at UPSIDC Industrial Area, Jainpur, Kanpur Dehat.

Products manufactured by our company are of excellent quality that essentially serves as a sustainable and eco-friendly packaging medium fulfilling storage and transportation requirements of various powders and liquid items such as - petroleum products, lubricating oils, chemicals, pharmaceutical products, hazardous materials and so on. Our drums and

barrels are well certified due to various advantages offered by them such as long storage capacity, ease of usability, low maintenance requirements and most importantly, great impact strength. Also, the environment being a valuable stakeholder for our company, our products have been designed in a way to comply with today's recycling and reconditioning trends.

As per the requirements of our esteemed customers, our offered range can be custom designed wherein special packaging requirements could be met through suitable inner coating and lining mechanisms. This virtue of flexibility and adaptability enables our company to cater to varying degrees of demand across a range of market segments.

The container division manufactures high quality and durable metal containers with a range of different capacities. With a highly experienced team of professionals and a manufacturing facility of over 100,000 drums per month, HFL is now one of the top leaders in the market.

In addition to our own standards, Quality Management (ISO 9001:2015), OHSAS (18001:2007) and Environment Management Systems (ISO 14001:2015) are being constantly updated, upgraded & re-designed to follow globally accepted business & operating practices. Moreover, a strong & dynamic team of experienced professionals specializing in specific functions being Technical, Marketing, Manufacturing, Procurement, Finance and People Management, ensures value addition within functional & organizational level.

And above all, we offer a positive attitude towards customer queries coupled with culture of co-operation, understanding and customizing products with a resolve to blend with "value for money" products. Mainly engaged in the business of manufacturing of Printing Ink and metal containers, we emphasize on providing "complete packaging solutions" to our consumers and society at large. A diversified customer base ensures a wide distribution for the Company's products.

"We combine economic success, superiority in technology, social responsibility and environmental protection"

## Business Strategy

Our Company has grown in developing quality products & building trust in the customers. We want to leverage this strength to our benefit in future so as to become an effective player in the industry. Providing quality products and services to the customers is the main business strategy of our company. Keeping this in view, the business strategy of our company is as under:

- Improving the cost competitiveness
- Widening the customer base
- Continue focus on operational efficiency improvements

## Vision and Mission

### *Our Vision*

Hindustan Flex Ltd aspires to be a credible and leading provider of printing Inks and Metal Containers with best in class team, technology and business practices

*“We are here to be a part of growing Packaging Industry, Nationwide. We are here to be a part of thriving Packaging Industry, worldwide”*

### *Our Mission*

- To maintain our current market leadership by focusing on delivering values of consistency, quality and stability of products in order to meet evolving client expectations.
- To focus on creating a conducive work environment for our employees in order to foster values of positivity, creativity and constant growth.
- To meet specified industrial and international quality requirements for our products as well as the highest safety standards for our operations.
- To constantly embrace new technology solutions in the industry by focusing on implementing the virtue of innovation.
- To fulfill our corporate social responsibility by giving back to the society and to implement a strong sense of ethics within the business.

## Board of Directors

### **Mr. Alok Kumar Misra, Director:**

Mr. Alok Kumar Misra, aged 50 years is a Chemical Engineer. He has an experience of over 20 years in the field of trading and manufacturing of flexible packaging materials. Mr.Alok has the capabilities to ensure materialization of innovative ideas at par with the customer expectation or beyond. He is advising his whole team on strategic matters and policies. He has been the guiding soul in the build-up of this company.

### **Mr. Karan Katyan, Director:**

Mr. Karan Katyan, aged 26 years is the son of MrAlok Kumar Misra. He has done B.tech in Printing Technology with specialization in the ink field. MrKatyan is a young and dynamic entrepreneur having ability to meet different challenges.

## Corporate Philosophy

As a corporate theme, we at HFL will strive to improve the life style of society through creative Visual Communication Technology. We promise creativity in the enhancement of communications culture which will enrich the life style of society, as the basis of our existence. As corporate objectives, we set forth to become creative, refined and full of vitality. We shall be responsive, flexible, innovative and progressive.

Our corporate strategies to achieve the above objectives are as follows:

- Customer satisfaction is our primary objective.
- We take an aggressive approach toward business development.
- Individuals seeking challenge will be held in high esteem.
- We place emphasis on creativity.
- We adhere to fair business practices.
- We place emphasis on the corporate mind and rewards for achievement.

We shall always act, work with the frame of mind that "We always care."