

Welcome

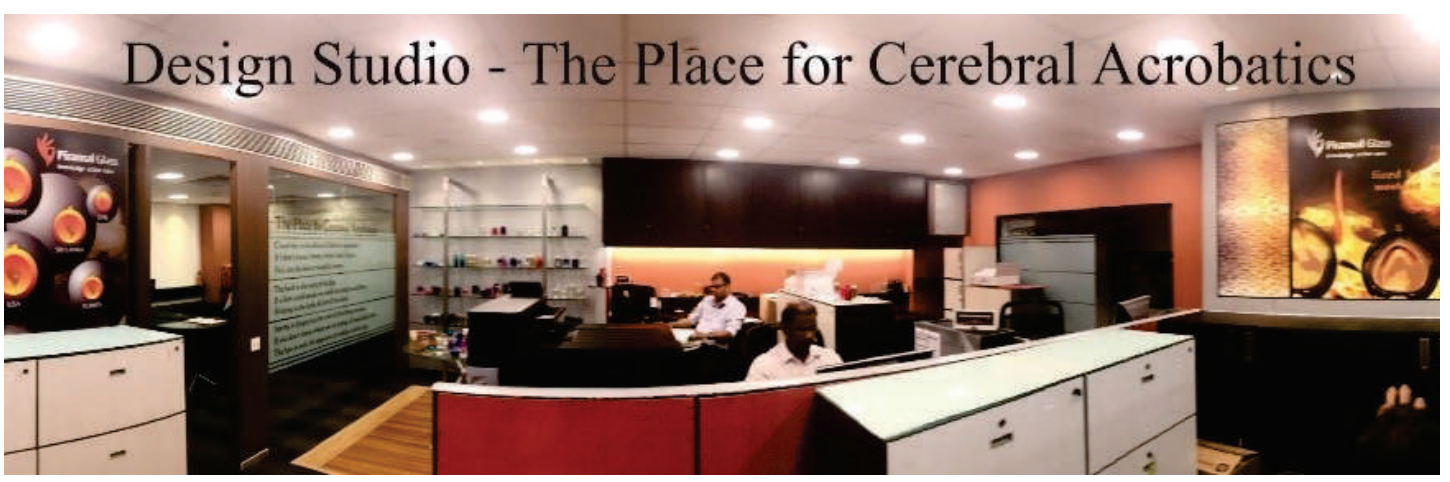


At Piramal Glass, we are continuously asserting the limits of innovative glass packaging to service our global customers in their product development and launch. We closely collaborate with our customers for their customized (non-standard) developments. Also, we are constantly expanding and evolving our standard offerings by developing new glass-bottle designs and decorations that are aligned with the current industry and market trends.

The culture of innovation guides our entire organization. We have a dedicated Center for Innovation and Creativity, which is the driving force behind this continuous product innovation and development. Through this newsletter, we would like to share some of the key highlights of this Center.

Vijay Shah
Vice Chairman, Piramal Glass

Piramal Glass Center for Innovation and Creativity



Design Studio - The Place for Cerebral Acrobatics

Piramal Glass is a global specialist in design, production, and decoration of glass packaging (flaconnage) for customers across 50+ countries. We offer glass packaging solutions for businesses such as Pharmaceutical, Cosmetics & Perfumery, and Specialty Food & Beverage. Our in-house Center for Innovation and Creativity is a reflection of our commitment and acts as a Center of Excellence (COE) for Piramal Glass, globally. It provides a platform on leadership, best practices, research, support, and training in areas such as design, innovation, and creativity.

Our Center for Innovation and Creativity is a state-of-the-art facility, through which we offer innovative, creative, and business friendly design

solutions to our global customers in diverse categories such as perfumes, cosmetics, skin-care, beverages, food, wine and pharmaceuticals. We also cover a wide range of packaging materials, components, and accessories. The Center for Innovation and Creativity is supported by an experienced team of technical, design and creative professionals. We offer 3D industrial designs and are equipped with an in-house prototype and model making workshop. We also create numerous designs and creative glass decoration options to complement the brand concept and product design. In addition to this, we offer additional design support such as point of sale design, graphic design, merchandising designs, exhibition design etc.

Partner in Brand Building Exercise and Product Launch



Our aim is to support our global customers with the right choice of glass packaging solutions that combine design, aesthetics, and business elements. The experienced team at our Center for Innovation and Creativity regularly collaborates with our global customers, distributors, and brand specialists through design conceptualization and brand building exercises. Together, we develop relevant concepts and provide consulting and advisory services to the customer concerning their brand positioning, design and glass packaging feasibility. Our team has the rare expertise to visualize a final decorated or designed product before the actual product development. The goal of this team is to align with the vision of the fragrance designer and

responsible brand managers.

Today our Center for Innovation and Creativity have one of the widest portfolio of in-house glass packaging designs, that are conceptualized, designed, and developed by our team. For our customers, we proactively and continuously recommend new concepts and designs as per the latest market and industry trend in glass-technology, design, and decoration. During the last fiscal, we have designed and developed more than 250 new projects for our Cosmetics & Perfumery segment, which includes around 160+ perfume bottles and 40+ nail polish bottles.

Global Best Practice in Design



In the Cosmetics & Perfumery segment, a good design is one of the key factors that plays a key role in drawing an end-customer to select or pick a product from the shelf. We help our customers to make informed design decisions by sharing the right mix of emotional, aesthetics, and economical design attributes. At the Center for Innovation and

Creativity, we are constantly tracking the latest global trends in fashion, perfumery, cosmetics & art and incorporate the best global practices into our glass packaging solutions. As a result, our solutions are fresh, creative, and contemporary. The focus of the Center for Innovation and Creativity remains on innovation and development.

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