

CONTROL
PRINT

2023



Dear Customer and Partners,

Control Print has always strived to meet the needs of our customers and protect them from product counterfeits, tampering and substitution by transforming our industrial printing technologies and business models in accordance with the changing times.

We have been delivering sustainable profit growth while building a solid business foundation amidst a challenging operating environment in 2022. My vision as Chairman is to extend this trajectory into the future and turn Control Print into a leading global coding and marking systems manufacturing company guided by our highest aspirations and ambitious goals of crossing INR 400 Cr by 2024.

While the business environment is changing with unprecedented speed, we are committed to making further strides, both as individuals and as an organisation, toward the development of practical coding and marking systems and a new track-and-trace software solution. By drawing on our core strengths and fully leveraging our global network, business infrastructure, knowledge and diversity, we will continue to combine insights and collaborate across industries to create new value in 2023.

As responsible members of the Indian business community, together with our stakeholders, we aim to contribute to building a sustainable future in harmony with the environment by partnering with eco-friendly packaging manufacturers and establishing a new digital printing business unit for direct printing on packaging to eliminate wastage of pre-printed cartons and costs of labelling, inventory and storage.

We are facing a major turning point in the global economy and society that will change the way we all do business. Conventional thinking and traditional operating models will not be able to capture the opportunities that arise from this paradigm shift. By taking the initiative to transform ourselves, we aim to deliver added value to our clients and all stakeholders.

I believe the paradigm shift presents boundless opportunities for the future of industrial printing technologies and for Control Print to contribute to our clients. As we move forward towards this new future, everyone at Control Print will work hard to realize sustainable growth for the organisation and society.

Basant Kabra
Chairman & Managing Director
Control Print Limited

ABOUT THE ARTIST AND THE GOND COMMUNITY

This year's theme of our calendar is based on Gond community paintings and folklore. Gond community is located across the Narmada in the Maikal hills of Madhya Pradesh, the Gond village of Patangarh is the birthplace of a rich painting tradition. Inspired by the forest and its creatures, Gond art has become widely appreciated as an intricate and evocative painting style. In this calendar, artists Mithilesh and Roshni Shyam render shared rituals, festivals, and creation tales on the theme of human-nature interrelationships.



JANUARY 2023

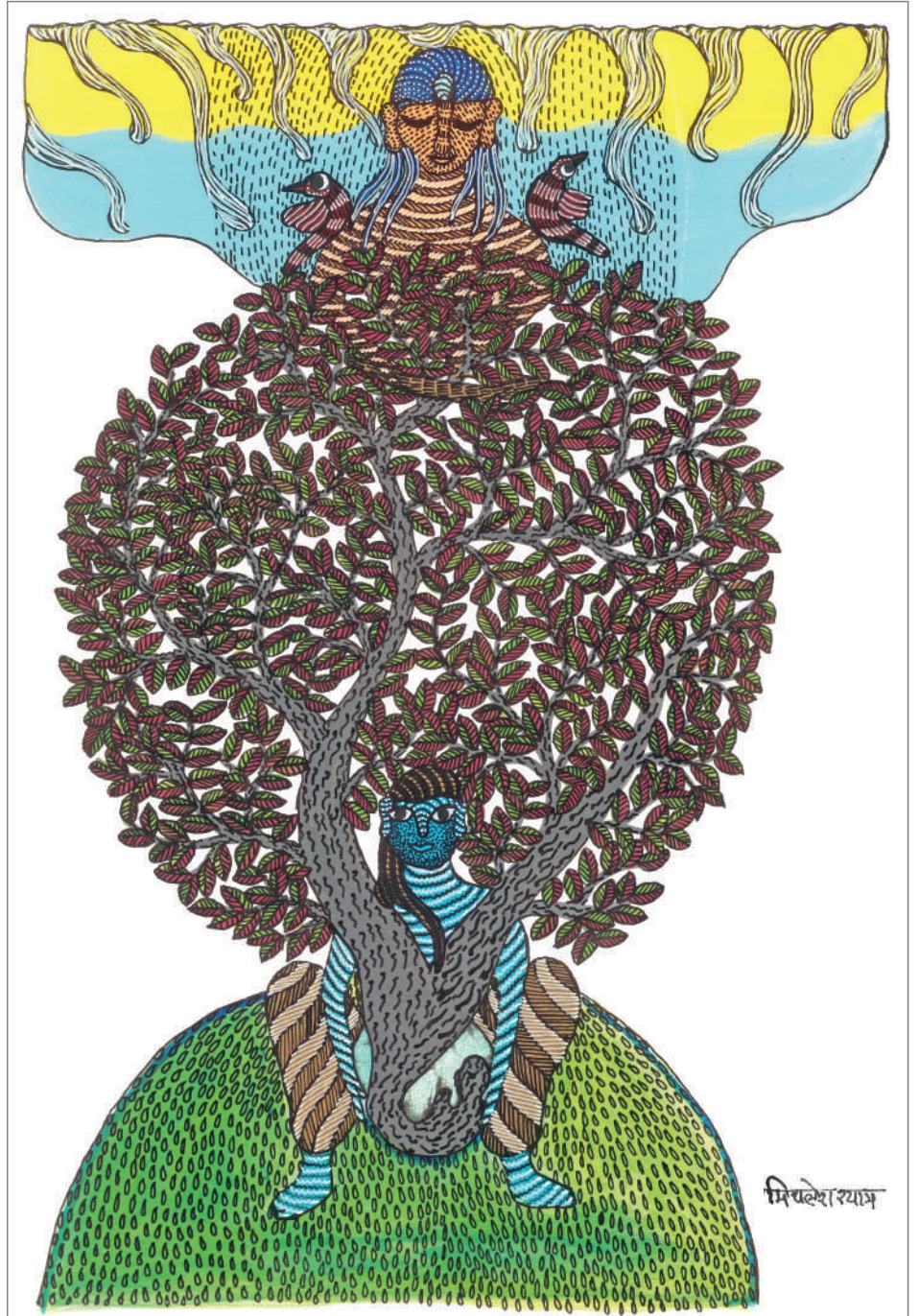
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14
Makar Sankranti

26
Republic Day

THE BIRTH OF THE SAJ TREE

Centuries ago, the great god Mahadev sent a crow in search of the living earth. The crow flew through strange lands and vast kingdoms until he found earth. Thereafter, he witnessed the union of earth and sky, leading to the birth of the Saj tree. This painting depicts the Saj tree in the form of a boy and the tree spreading all over mother earth.



FEBRUARY 2023

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18
Maha Shivratri

19
Chhatrapati Shivaji
Maharaj Jayanti

THAKUR DEV

At the dawn of time, the creator Mahadev incarnated spirits of the mountains, forests, lakes, and seas. Thakur Dev, the deity of the village, came to be worshipped by humans. He rests today as a stone in Patangarh, blessing those who arrive and depart. This painting is symbolic of the Thakur Dev.



MARCH 2023

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8
Holi

22
Gudi Padwa

THE MAHUA TREE

The sacred Mahua tree, a keystone species, flowers during late spring and summer. It sustains immense biodiversity in the monsoon forests of central India, feeding birds, monkeys, deer, and wild pigs. We use its flowers and seeds to produce flour, oil, and wine.



APRIL 2023

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4
Mahavir Jayanti

7
Good Friday

14
Dr. Ambedkar
Jayanti

22
Ramazan / Eid al-Fitr

PRAKRITI

Peacocks symbolise harmony between humans and the natural world. In this painting, the peacock motif has been used to depict the Gond spiritual belief that, before we enter human bodies, we experience the world as cows, birds, deer, fish, and a myriad of other sentient creatures.



MAY 2023

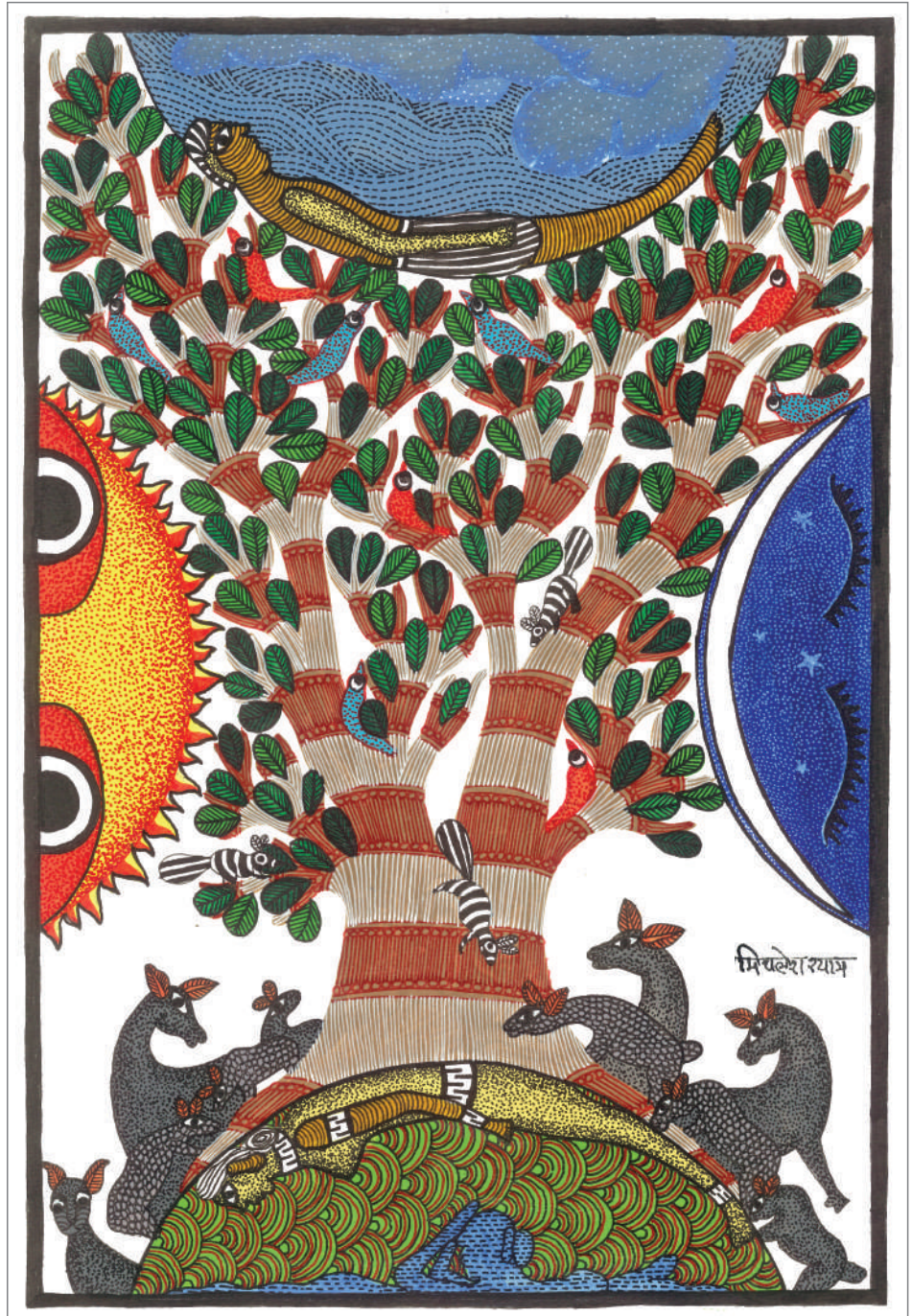
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1
Maharashtra Day

5
Buddha Purnima

THE BULL AND THE CHATAK BIRD

Long ago, an old woman lived in a village with her daughter and their bull. Each day, she sent the bull with her daughter to the nearest watering hole, but the girl, selfishly, would turn back halfway. The bull soon died of thirst. Upon his death, the girl is cursed and transformed into a chatak bird (Jacobin Cuckoo) because of her selfish nature.



JUNE 2023

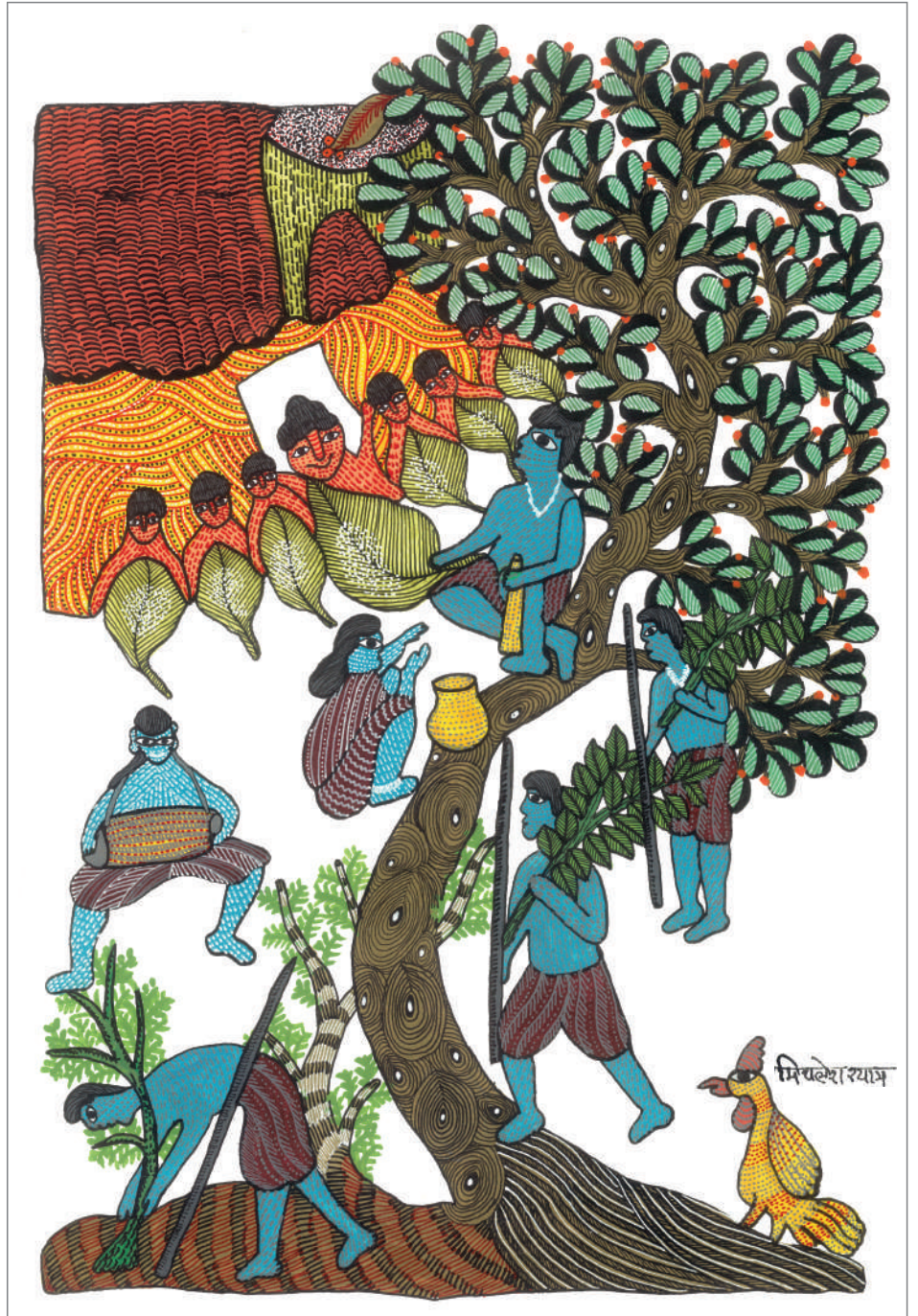
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29

Bakri-Id / Eid al-Adha

HARIYALI

In the monsoon the Hariyali festival is celebrated, heralding the start of the sowing cycle. In this painting, you see a Saj tree giving its leaves to a person that can eat in them. Together, they drink mahua and celebrate, dancing to the beat of the drum.



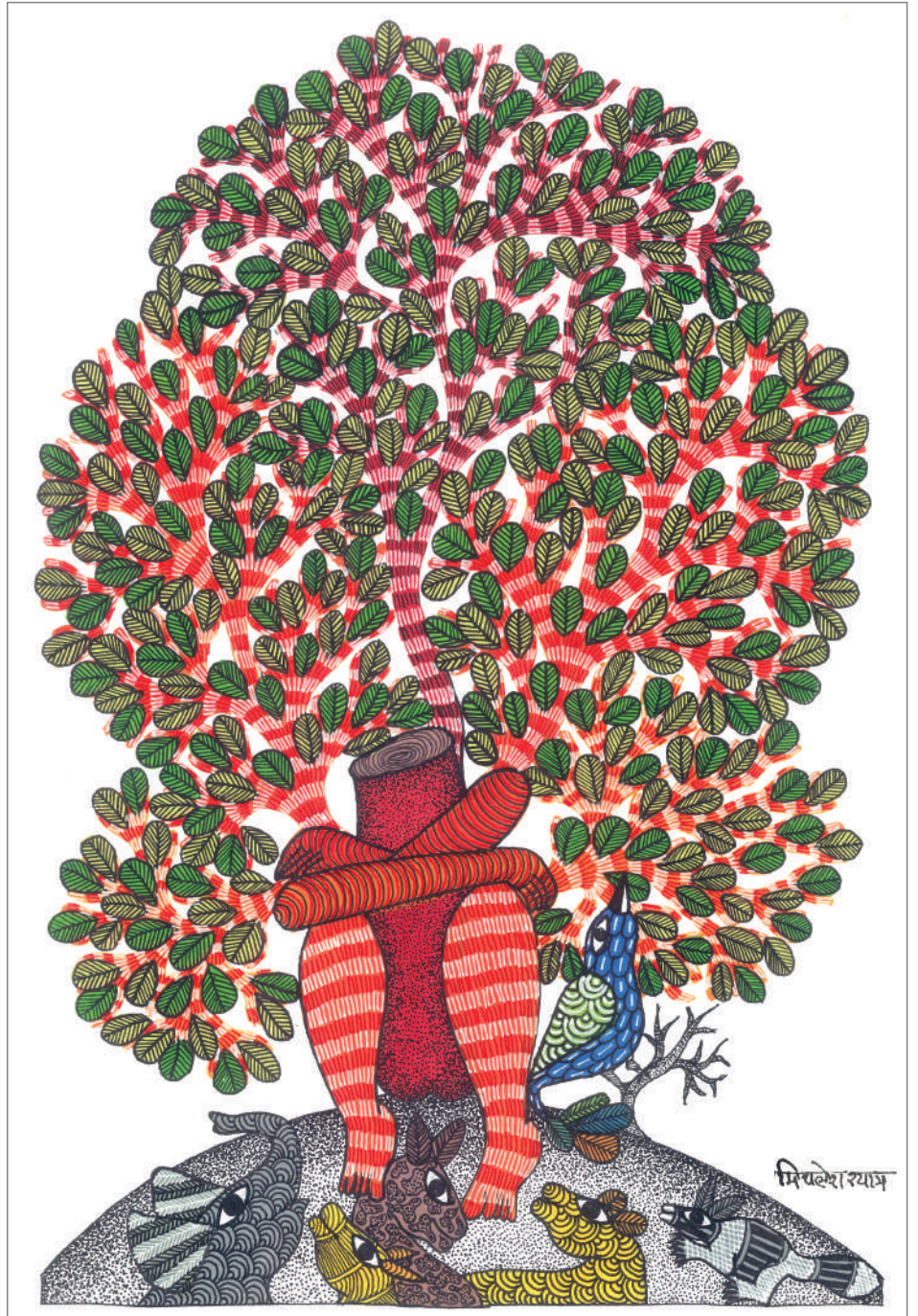
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29
Muharram

THE ELEPHANT AND THE PEEPAL TREE

A spiteful elephant once grew into the habit of uprooting trees. One day, he wrecked a Peepal tree in which a flock of pigeons had nested. The pigeons were distraught. They led the elephant into a thorny pit, where he fell and died. Years later, a Peepal tree rose from the site.



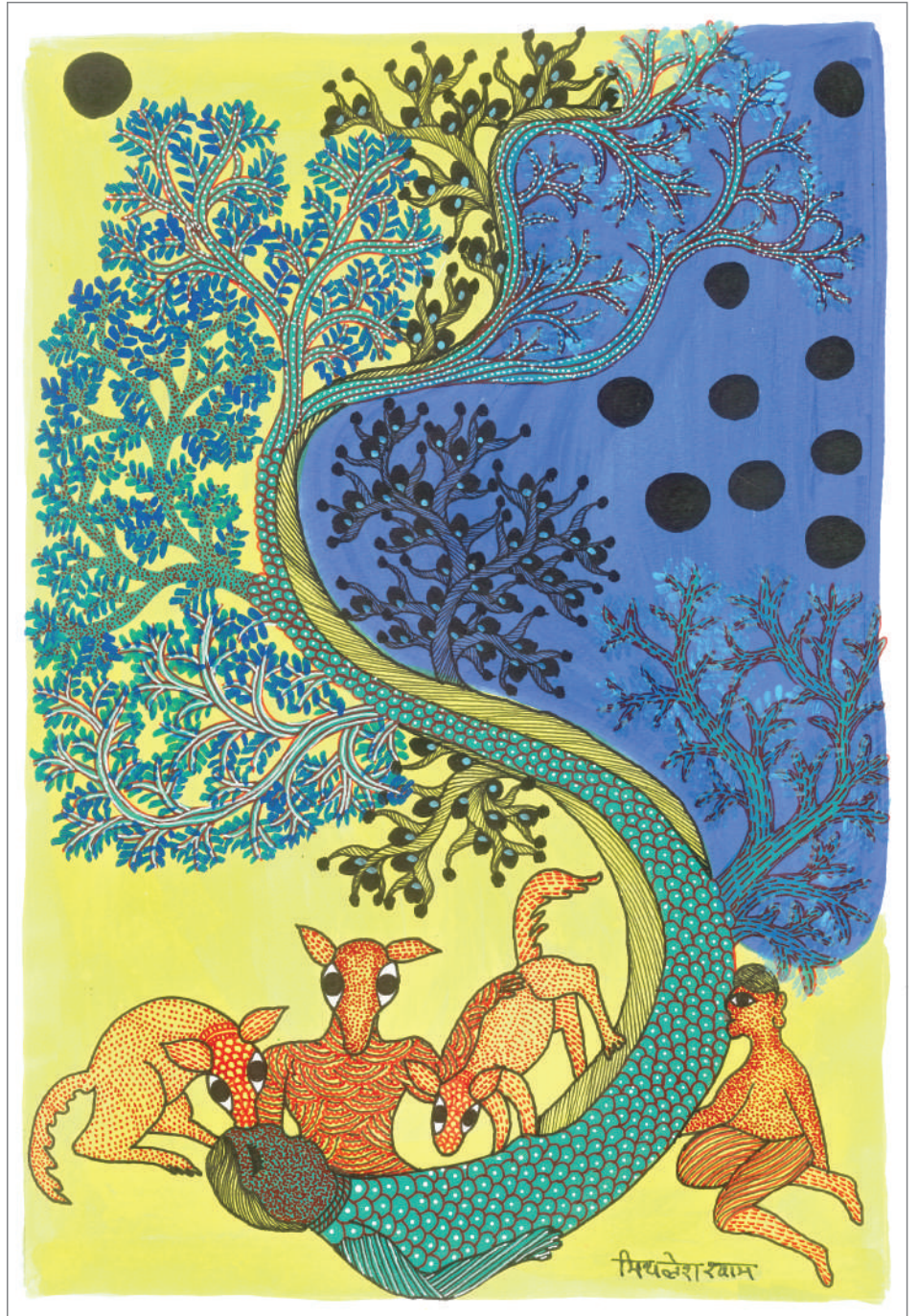
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15 Independence Day 16 Parsi New Year 30 Raksha Bandhan

HUNGER

Bitten by a serpent, a handsome youth lay dead in the forest. He was discovered by a fox and his mother. The fox suggested that they eat him, but the mother refused as the man had sad eyes. He was later reincarnated as a tree and sheltered many foxes in the shade of his vast canopy.



SEPTEMBER 2023

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6
Janmashtami

19
Ganesh Chaturthi

THE MAN AND THE FOXES

Despite the simple beauty of the past, drought and famine were more prevalent than today. In this painting, a couple rests under a tree, fretting over how to feed their children. This painting depicts how privileged we are now and how the people living before us had to fight to earn their living.



OCTOBER 2023

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2
Gandhi Jayanti

24
Vijayadashami / Dussehra

HOW THE BULL LOST HIS VOICE

Centuries ago, when animals could speak, drought beset a village in which a poor farmer resided. The farmer had only one bull, who was parched after a day of ploughing. Despite the bull's pleas, the farmer refused him water. The bull finally gave up asking. This, it is said, is how the bull lost his voice.



NOVEMBER 2023

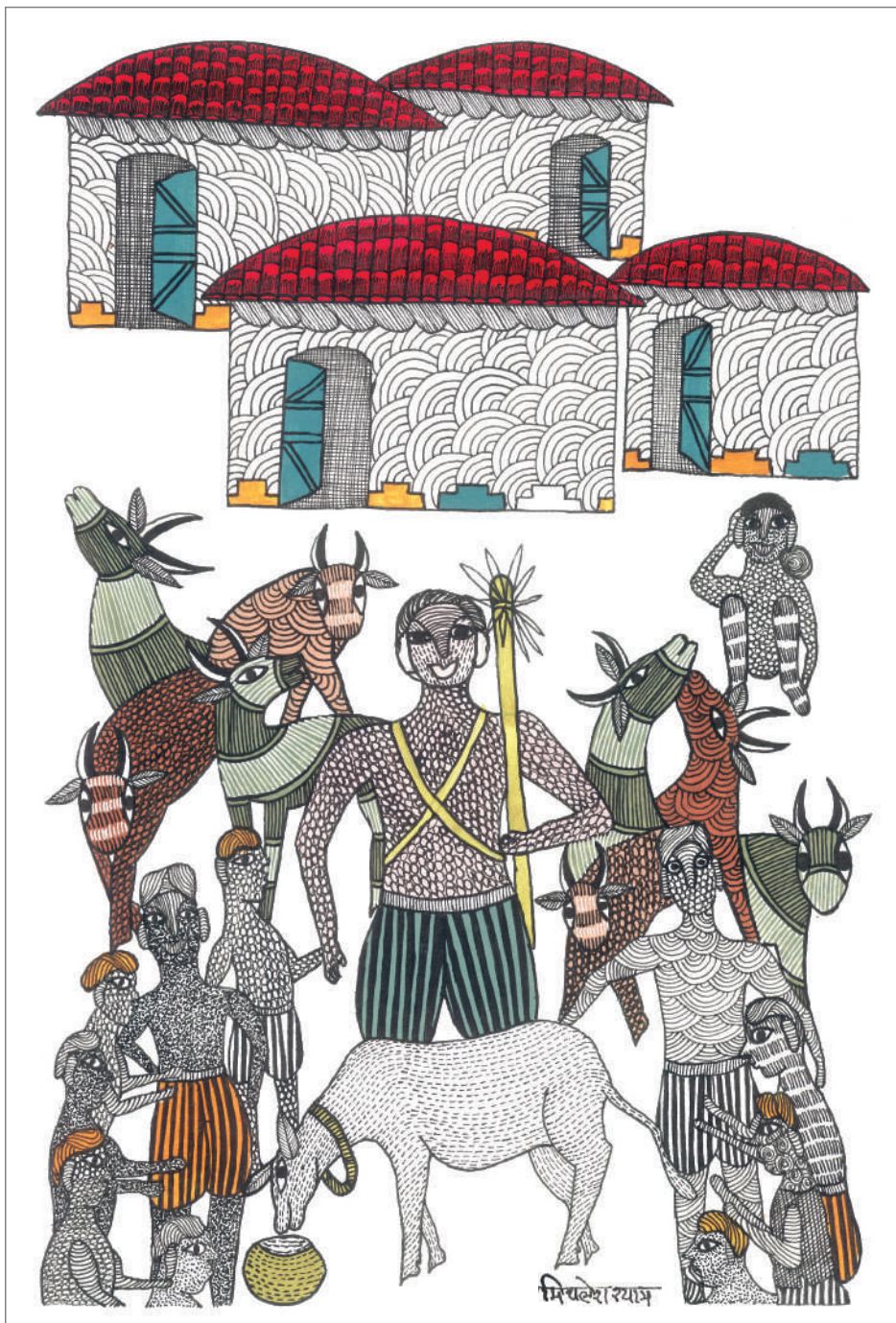
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12
Diwali

27
Guru Nanak Jayanti

DIWALI IN PATANGARH

Diwali is celebrated everywhere in India, from small villages to sprawling cities, but everyone does so differently. In Patangarh, we cover our homes with leaves to ward off unholy spirits, graze our cattle in lush pastures, and dance through the night to the flutist's song.



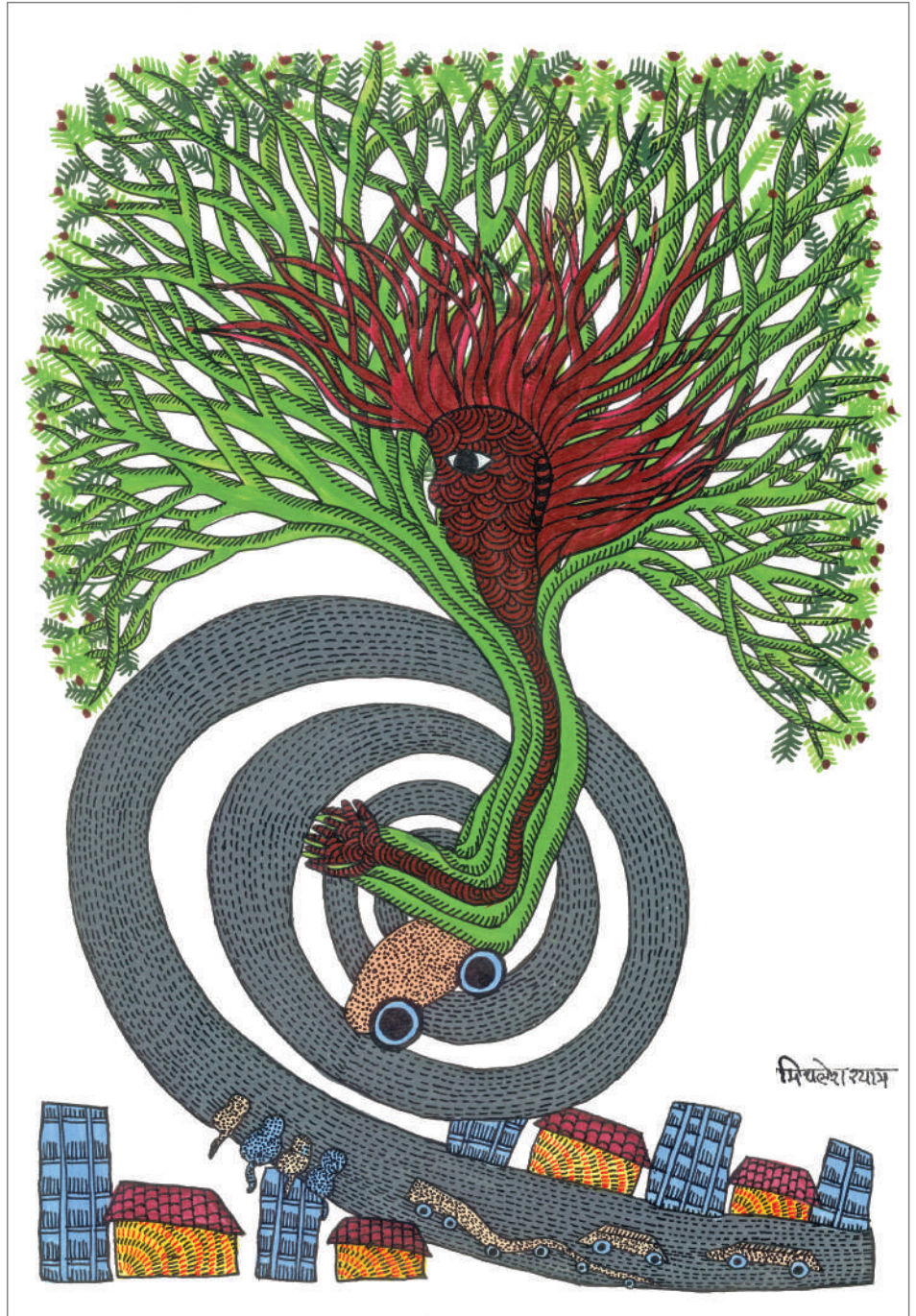
DECEMBER 2023

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25
Christmas

A PLEA FOR TREES

In this machine-filled world, humans can travel between countries and invent anything they dream of. However, they remain dependent on trees. Trees are the keepers of the earth; they nurture and protect us. This painting depicts that it is our duty to save the forest.



INDIA-WIDE SERVICE NETWORK

Our 3 decades of operational experience and India-wide support network ensures that in the unlikely event of a printer failure, help is just a phone call away.



2

FACTORIES



4

COUNTRIES



11

BRANCHES



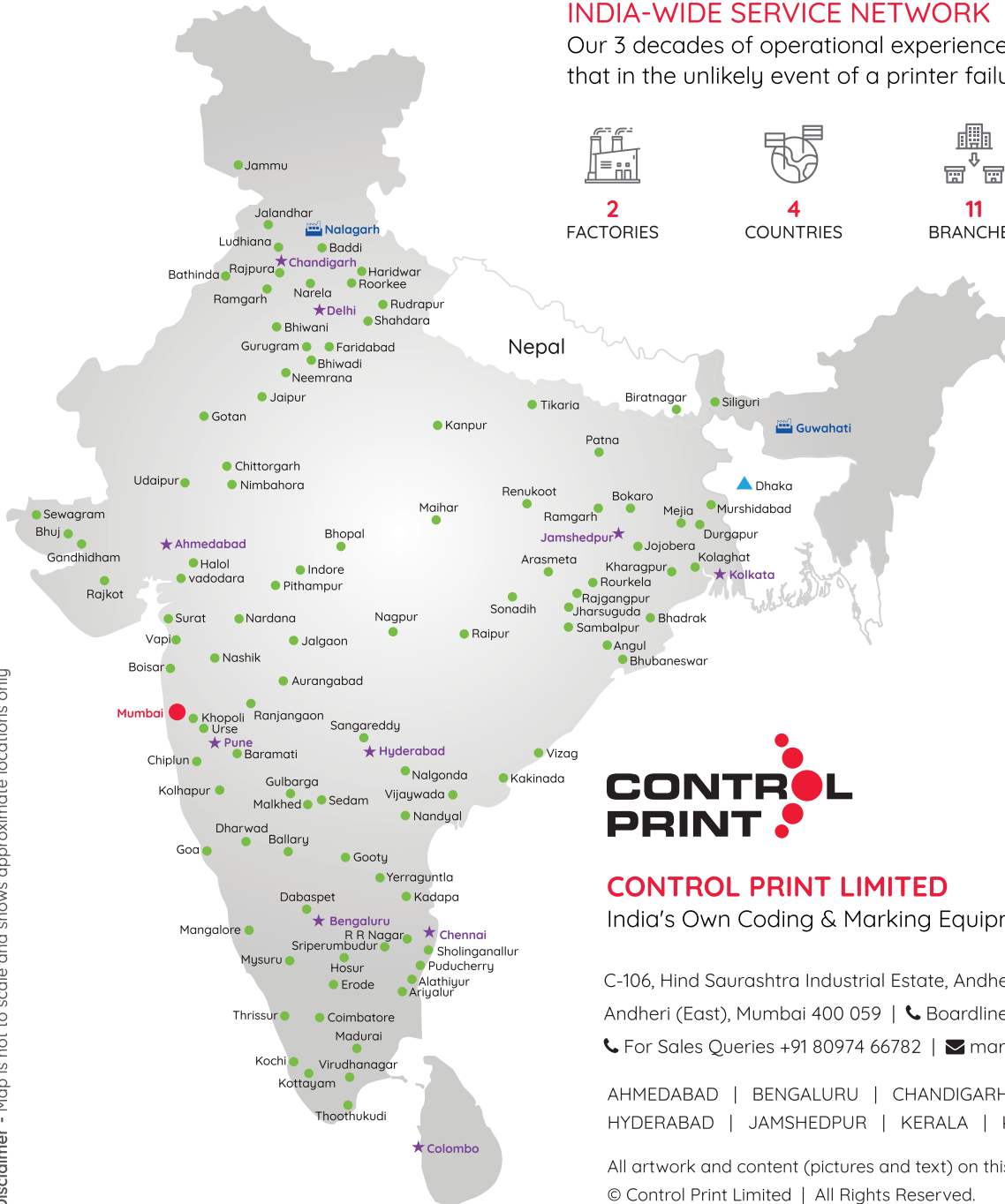
300+

FIELD STAFF



31+

YEARS EXPERIENCE



Registered & Head Office

Factory

Branches

Distributors

Resident Engineers

**CONTROL
PRINT**

CONTROL PRINT LIMITED

India's Own Coding & Marking Equipment Manufacturer

C-106, Hind Saurashtra Industrial Estate, Andheri-Kurla Road, Marol Naka,

Andheri (East), Mumbai 400 059 | ☎ Boardline +91 22 2859 9065 / +91 22 6693 8900

☎ For Sales Queries +91 80974 66782 | ✉ marketing@controlprint.com | 🌐 www.controlprint.com

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