

CODETRACX

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Our growth in 2022 was stimulated by the surging demand from various industries, specifically the FMCG, cosmetic and pharma sectors. Factors such as legislative specifications, new industry standards, increasing consumer incomes, improved lifestyles, growing westernization, sustained technological developments, increased R&D spending, and expanding marketing/retailing practices enhanced demand for packaged consumer goods in developing markets, spurred growth opportunities for our coding and marking systems in India.

We extend our best wishes and support to manufacturers serious about product traceability, adherence to regulations and focused on quality assurance of their products in 2023.

Shiva Kabra

Joint Managing Director | Control Print Limited

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VOICES

CONTROL
PRINT



2023: A YEAR OF TRANSFORMATION, GROWTH & SUSTAINABILITY

Basant Kabra

Chairman & Managing Director | Control Print Ltd.

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 enterprise guided by our highest aspirations and ambitious goals of crossing ₹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 developing 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 preprinted cartons and costs of labelling, inventory and storage.

We are facing a significant 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 to this new future, everyone at Control Print will work hard to realize sustainable growth for the organization and society. I wish you a wonderful and prosperous 2023.

INDIA'S LEADING CODING & MARKING TECH COMPANY 'CONTROL PRINT' IS EYEING REVENUES OF 350 CR BY 2024

Bloomberg: Founded in 1991, Control Print Limited, India's premier integrated coding and marking solutions provider, is eyeing revenues of 350 cr by 2024. The company is part of the 1,500 cr coding and marking industry and is looking at a CAGR of 18% in the next 18 - 24 months as a part of its subsequent growth trajectory and market expansion. Having its state-of-the-art manufacturing facilities in Nalagarh, Himachal Pradesh and Guwahati, Assam, Control Print is looking at cutting-edge tech innovation using non-contact type coding and marking machines based on drop-on-demand, continuous inkjet and laser technologies.

With a market cap of Rs 750 crores, it owns more than 18% of India's coding and marking industry. With the new government regulations, the coding and marking market is poised to grow at a CAGR of 8 - 10%, which is likely to touch Rs 3,500 crores by 2030 in India. With its wide variety of products, broad market penetration, and service network in more than 1,700 cities pan-India, while serving more than 2,500 pin codes, Control Print is likely to launch new generation printers, which are in the pipeline. Control Print is the only fully integrated 'Made in India' company with a complete coding and marking value chain solution among the top four giants in the coding and marking segment. Coding and marking machines are used to print statutory information for branding and identification of products, regulatory information, anti-counterfeiting information, and engagement programs.

On the constantly evolving coding and marking space, Shiva Kabra, Joint Managing Director of Control Print, adds, "Coding and marking is one of the fastest-growing and niche market segments with applications in almost all manufacturing industries. With stringent government rules, manufacturers need to mark and code an array of products and shipments across many sectors. The market is underpenetrated, giving headroom to support growth. Our key growth drivers, such as the launch of tech-driven new products to meet the increasing market demands,



focused marketing plans to capture last-mile users, higher consumables sales, the new 'The Mask lab' division and increasing installed printer base, will help us penetrate the market. Combining these drivers will help propel our growth to Rs 350 cr by 2024 and assist in capturing a higher market share in the coding and marking space. Currently, 35% of our revenues come from the packaging segment, however, we plan to increase this number to 45% within the next three years."

Varied manufacturing industries require high-level traceability using batch codes, serial numbers, and bar codes to track their products across the supply chain and manage inventory. Coding and marking form an invaluable practical decision for many industries such as F&B, packaging, pharma, chemicals, manufacturing, automotive, construction etc. Control Print constantly evolves in the 'Track and Trace' space to meet new government regulations.

The new stringent rules of the government regulations, where a heightened degree of regulatory compliance of printing detailed product information, traceability of the products, and mandatory QR codes, are pushing the coding and marking market.

Control Print products are used across industries by industry leaders due to their customized, industry-specific, integrated, cost-efficient solutions and services.

Some of the key clients of Control Print are United Breweries, Hindustan Unilever Ltd, Pepsi, Ashirwad Pipes, Finolex, KEI Cables, and other such dominant players.

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HOW PERMANENT CODING AND TAMPER-PROOF MARKING SYSTEMS HELP SOLVE COMPLEX SAFETY, COUNTERFEITING, AND TRACEABILITY PROBLEMS.

The food and beverage sector is complex, producing various products via different processes from raw material production to packaging and distributing finished goods. The complexity of this process makes it difficult for businesses to keep track of where their product comes from, what its ingredients are, how long it has been around, and so forth. Coding and marking systems help ensure that all these pieces of information are correctly recorded so they can be easily accessed later.

Strict government regulations concerning products' safety, counterfeit protection, and traceability in the F&B sector have led to an increased demand for manufacturers to correctly display the manufacturing and expiry dates, nutritional facts, ingredient lists, barcodes, batch number, price, and manufacturer's details on products' primary or secondary packaging.

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CHALLENGES FACED BY THE FMCG INDUSTRY DUE TO INFERIOR CODING SOLUTIONS

Many cheap industrial coding printers in the market claim to provide basic printing but fail to deliver high-quality printing and long-lasting prints on products. Ink is one of the most critical components of an industrial inkjet printing system. The printer must be appropriately coupled with the correct ink for superior print bonding on the product packaging. The permanence of printed labels on food packaging is vital for maintaining food safety.

Since different types of ink are suitable for specific materials, coding printers should be compatible with a wide range of ink options, i.e., solvent-based, oil-based, water-based, pigment-based, or UV-visible inks.

During transportation, foods are likely to be exposed to different physical and environmental stresses. Poor print quality is prone to wear off, increasing the chances of the products being discarded. Worse, because production or expiration information is invisible, unclear, or unreadable, spoiled food products may be mistakenly served to customers, putting their health at risk.

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The ideal coder for hi-res printing on porous & non-porous substrates in the FMCG, F&B, Pharmaceutical, and Packaging industries.

TIJ Godavari and Narmada Thermal Inkjet Printer



Reliable, zero-maintenance and breakdown-free. The ideal solution for high-resolution printing.



Virtually Maintenance-Free with Near 100% Uptime

Touchscreen with visual interface for ease of use

Built-in product sensor for easy installation and reliability

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HIGHLIGHTS

1

Extremely cost-effective

Our most cost-effective coding and marking systems with cartridge-based technology make our TIJ printers virtually maintenance and failure-free.

2

Effortless integration

Efficiently integrates into production lines to print statutory 4/6-mm print height needs. Our TIJ supports multi-print head installations and features an RS485 port for communication with the print head.

3

Perfect prints in small areas

With a print resolution of up to 600 dpi, our TIJ printers are perfect for printing a lot of information in small spaces and deliver high-quality prints that look crisp and complement product packaging.

4

Enjoy 99.9% uptime

In the case of printer failure, you can easily replace an ink cartridge with a new one to get the printer running again in less than 60 seconds.

5

Operator-friendly cartridges

Our proprietary 230 ml cartridges offer many benefits over standard 42 ml cartridges by lowering costs, inducing fewer cartridge replacements and causing less nuisance for your line operators.



TECHNOLOGY

We are proud to be the only 'Make in India' manufacturer of coding and marking solutions.

- Continuous Inkjet Printer
- Thermal Inkjet Printer
- High Resolution Printer
- Thermal Transfer Overprinter
- Large Character Printer
- Laser Printer
- Hot Quick Coder
- Consumables
 - Inkjet Fluids
 - Ribbons
 - Ink Rolls

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ABOUT US

Control Print has been India's leading manufacturer of permanent coding and tamper-proof marking systems since 1991. Our digitally-enabled printing solutions, application-specific inks, and wide range of consumables are engineered to meet branding, labelling, variable product information, traceability, quality assurance, counterfeit protection and packaging needs in every manufacturing industry.

We'll guide you through the entire process of choosing the ideal coding and marking systems to integrate with your existing manufacturing process and production lines seamlessly. Let's talk.

BRANCHES

- Ahmedabad
- Bengaluru
- Chandigarh
- Chennai
- Delhi
- Guwahati
- Hyderabad
- Jamshedpur
- Kolkata
- Mumbai
- Nalagarh
- Pune

CAPABILITIES

- 100,000+ sq. ft. mfg. facilities
- 15,000+ printers installed
- 2500+ pin codes served (India)
- 1600+ towns/cities (presence)
- 300+ professional field staff
- 30+ years of expertise

HEAD OFFICE

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