

# NARENDRA R



**Narendra, who started his career in 1988 as a printing assistant, today owns one of the largest printing and packaging company at Singasandra, Bangalore**

Immediately following graduation, Narendra found his true calling — in the printing industry. A self-proclaimed “road warrior,” his industry career required him to relocate to numerous cities but he would never give up his dream of one day having a small printing company in Bangalore.

**Narendra**, who started his career as a printing assistant, turned every adversity into opportunity. He had the vision of starting a printing unit with a single Colour Dominant Machine and with a Minimal Strength of 7 People in Dec 12<sup>th</sup> 1994 at BTM layout. He started off by converting a small go-down of 2400 sqft, 24 years ago on a rental basis into a printing company which served small purpose of printing needs.

Today, he runs one of the largest Printing and packaging company in South India and the company's turnover is in multiple crores and the strength is more than 400 people. It is now extending its branches into Noida through a strategic collaboration with Pragati. The company is also extending its business now into paper moulding technology.

## **Contributions/Rolls for the development of printing and packaging in general and printing and packaging industry in India**

- He's the standing example for the successful Indo – China collaboration and taking the business to the next level.
- Developed a unique R&D lab to help the company deliver new innovative generation of products faster to the markets across the world
- Takes a lot of initiative in green technology such as converting pet tray of the rigid boxes to paper molding to help minimize environmental damage, as the conservation of the environment is of prime importance to him
- He's in the verge of converting the entire production to clean production.