



*a profile*

**[www.nichrome.com](http://www.nichrome.com)**

## *Corporate Profile*

**‘Nichrome’** was founded in Pune, India in the year 1948. Nichrome’s first product was the heating element coil. Further enhancement into products like window grills, rolling shutters etc followed, established Nichrome as a manufacturing company.

In 1975, it designed & manufactured an automatic Hank Yarn Mercerizing Machine for textiles. Being an import substitute, it became a hallmark of development for Nichrome.

In 1977, Nichrome developed the first indigenous Vertical Form Fill Seal Machine (VFFS) to pack milk in pouches. This was a revolutionary concept, which changed the packaging scenario in India, from bottled milk to milk in convenient pouches. Being a pioneer in this concept, ‘Nichrome’ later on developed VFFS machines to pack free flowing solids, viscous products/ liquids etc. Filpack CMD (Mechanical), Filpack Visco, Privilege, Filpack Universal for oil, Autowrap range of machines, Brickpack and 4 line seal Autowrap, high-speed Excel, Sprint and small sachet Stick pack machines are some of the machines that Nichrome has commercially developed.

For nearly three decades, Nichrome has been the packaging partner of the food and non-food manufacturing companies, by supplying packaging machines designed to meet their exact needs. At Nichrome, we are proud of our 3800 installations in 40 countries all over the world.

Nichrome has once again pioneered the break through development of technology of Aseptic pouch packing system for dairy and beverage industry and has developed a comprehensive know-how in Aseptic Packaging Technology.

## *Resources*

### **Product Development**

At Nichrome, we have a full-fledged Customer engineering and Product development department of 25 engineers. With facilities like 3D modeling and other state of the art R&D equipment and product design tools, our engineers innovate packaging solutions that work.



### **Marketing, Sales and Service**

With a team of 25 skilled and experienced people, Nichrome has a wide sales and service network spreading through Indian and International territories including Africa, Middle East, SAARC, ASEAN, Russia and other CIS countries. Nichrome has always considered its customers as the partners in its growth. Our sales and service team vouch to keep our partners completely satisfied.



## **Assembly**

Nichrome has a strong multi-skilled, competent and qualified workforce of 90 people who ensure the extensive packaging trials at factory and delivery of the machines with short lead time.



## **Supply Chain**

Nichrome has a strong and competent vendor base. Our procurement team works closely with them to ensure efficient supply and quick assembly.



## **Infrastructure**

We have created a modern manufacturing infrastructure for machine assembly which is located at Srimal, a town 40 km south of Pune, off the Pune- Bangalore National Highway. The factory is spread over 8 acres of land with a 32,000 sq feet built up factory shade. This integrated factory has an extensive packaging trials facility.



Nichrome's head office in Pune is located at a prestigious address of 'Safire Park Galleria' in Pune on the Pune-Mumbai Highway. Apart from Pune, we have our marketing offices located at Mumbai, New Delhi, Chennai, Bangalore and Kolkata.



## *People*



Nichrome was built from scratch to a leading packaging machinery manufacturer by visionary entrepreneurship of Mr. S. V. Joshi, Chairman of the company.

Mr. S.V.Joshi, now at the age of 67 is a solid pillar that all the Nichromians look up to. He is also actively engaged in the Social organizations such as the Bharatiya Yuva Shakti Trust and the Swa-Roop Vardhini.



Nichrome is now poised to become a global player and achieve greater heights under the young, dynamic, passionate, new age professional leadership of **Mr. Harish. P. Joshi, Managing Director**. He is a Mechanical Engineer having done his General Management Studies from IIM, Ahmedabad.

Harish was involved in a start-up & went on to head the company making it the biggest manufacturer of plastic packaging for food & beverage industry in the Middle East from 1989 to 1997 before joining Nichrome. He also has a successful turnaround of a Metal Drum manufacturing company for Lube oil industry of the same group in the Middle East to his credit. He believes in Innovation and Entrepreneurship with professional commitment and customer care as means for going global.

## ***Our Vision***

*We see ourselves*

Offering Appropriate Packaging Technologies for Global Market

Doing Pioneering Work In Packaging Systems

Be a Trusted Packaging Partner

*Because*

We Dare To Dream

With a Strong Will To Succeed

## *Cutting Edge with Nichrome*

### **Aseptic Technology**

Nichrome is once again been the pioneer in developing the **Aseptic Packaging technology** in India for packing milk and other liquids in pouches for higher shelf life of 3 to 6 months without the cool chain, to give economical packaging with higher distribution range and totally harmful bacteria free quality of milk and other liquids.





## *Cutting Edge with Nichrome*

### **ESL Technology**

Nichrome has also developed a unique packaging system called ESL – Extended Shelf Life - for Milk and other liquids in pouches. The ultra pasteurized liquids can achieve a shelf life of up to 15 days at temperatures below 7 deg C. An increased distribution range is made possible due to this extended shelf life at lower capital investments.



## Technical excellence

Nichrome has achieved the technical excellence in core areas of VFFS machines to match the world class products - breaking the barriers of speed and accuracy



Excel 250 with Multi Head Weigher



Filpack Universal for Oil

## Styling and Designing

We offer innovative, attractive and convenient **pouch styling** that helps branding of the product.



## Total system approach

- Package designing and branding
- Packing material selection and supply of speciality 'Nichroplast' films developed by Nichrome
- Appropriate Packaging machine



## ***We invite you to join hands with us***

We at Nichrome firmly believe in joining hands, developing relations and forming associations leading to success.

### **What are we looking for.....?**

1. Partnership / joint venture with packaging machinery industry to promote unique packaging systems
2. Exchange of Technology
3. Large scale License Manufacturing for a Global name in Packaging / Engineering Industry
4. Joint venture partners for promoting our packaging machines and also as a part of their turnkey projects

### ***What can we offer.....?***

1. Leading Brand name in Packaging Industry with 30 years of rich experience in the Indian Subcontinent. Comprehensive product knowledge of Food and Non-Food Industry
2. Developed supply chain network of dedicated skilled vendors
3. Cost effective production base for manufacturing activity in India
4. Skilled/ cost effective service personnel to establish your service network in India and overseas
5. Domain Knowledge in Packaging with Engineering Resources for Product Development/Design Detailing.
6. Partnership for Indian sub-continent

## *Nichrome at a glance*

- ISO 9001: 2000 certification.
- Fully integrated factory with R&D, application engineering and Management  
R&D recognized by DSIR (Govt. of India), New Delhi
- More than 100 types of products handled such as : sugar, coffee, tea oil, milk and milk powder and milk products, ready-to drink liquids, spices, flour, pulses, detergents, pesticides
- Quantity range 1 g to 10 kg
- Pouch Styles : pillow pouch, block bottom pouch, gusseted pouch, small sachet, stick packs
- Professional Management team
- Global After sales service team
- Pacmachine awards: 1992, 1994, 1996, 2000, 2002, 2004
- Export Excellence award : 1994
- 3800 machine installations
- 30 years of rich packaging experience

