

30 years of mastering shrink sleeve packaging

As Taurus Packaging completes 30 years, Chetan Jain, the second generation of the company shares the vision to establish it as a globally recognised technology-driven shrink sleeve packaging company, in an interview with **Rahul Kumar**

“The introduction of the revolutionary hybrid intaglio platform (HIP) framework, our proprietary manufacturing and production strategy, that has changed the game not only for us but also for the shrink sleeve packaging industry.”

Chetan Jain

Taurus Packaging, a leader in the shrink sleeve packaging industry, celebrated its 30th anniversary in the flexible packaging industry in a gala event recently. The occasion also marked the 70th birthday of its founder, Rajesh Jain.

Starting initially as a packaging material trading company and later evolving into a manufacturing firm, Taurus entered the printing industry in 2006, with Rajesh envisioning the future of the Indian packaging market. His penetration into the packaging market with North India's first CI flexo paved the way for establishing Taurus as a renowned packaging company in the Indian market.

Now, the second generation of the company, Chetan Jain, says he feels proud to be carrying forward this legacy.

He says, “What makes this journey truly special is the opportunity to learn under the guidance of my father, who mentored me from the ground up and shaped my understanding of both business and leadership. Over the years, Taurus Packaging has become far more than just an organisation for us; it feels like home, one that has steadily grown into a strong, closely connected community.”



Bird's eye-view of Taurus Packaging's manufact

It's true. Rajesh's vision and courage to take risks through various innovations have led to the emergence of many alternatives and packaging innovations in the Indian packaging market. He was the first to launch oriented polystyrene (OPS) shrink sleeves, low-density polyethylene terephthalate (LDPET) stretch sleeves, LDPET shrink sleeves, and polylactic acid (PLA) shrink sleeves in the Indian packaging market. His in-depth knowledge, along with the trust and respect he has earned in the packaging industry, has helped build Taurus into the brand it is today.

Like father like son

Chetan joined his father at a young age, and he says there have been several noticeable challenges along the way. “One of the biggest was managing the expectations of my family. Another was constantly being compared to my father while trying to understand the process and adapt to it. I also had to evolve my working approach and leadership style, especially when working with a team.

Over time, however, I've come to realise that these challenges were not obstacles alone, they were essential to my personal growth and development.”

He says Taurus Packaging has undergone metamorphosis from the



Manufacturing unit

time he joined the organisation. It has taken a shape of a corporate organisation, where every department works in specific process to achieve a single goal of united growth. Earlier, it was a unit that worked together for output. Just like startups, the boundaries of every department and job responsibility were hazy. Now, it is a well-structured organisation.

What did he learn from his father? "I have seen my father begin from scratch and I believe, one can do anything with zeal and courage. My leadership style hence is transformational and similar to my father. In decision making, I have learnt from him that whatever critical situation it is, I have to consider the pros and cons, and suggestions before finalising it. After this, you just have to own the results."

And the biggest turning point for the company? Chetan says it was the introduction of the revolutionary hybrid intaglio platform (HIP) framework, our proprietary manufacturing and production strategy, that has changed the game not only for us; but also for the shrink sleeve packaging industry. It gave power to brands who are looking for fast, quality, budget-friendly and flexible minimum order quantity (MOQ) shrink sleeve packaging product.

The growth story

To make this happen, Taurus was actively working on the strategic changes and investments. It wanted to create its niche brand for shrink sleeve packaging. This was not easy. So, the company decided to ease its customer's problems. It worked hard to understand details process of this. Establishing the R&D lab was a landing step. Understanding the challenges to the very core helped the company gained the title, shrink sleeve expert.

Chetan says beyond quality, every leading FMCG brand is looking forward for innovations that can reduce their lead time or cost. "And most important is sustainability, which is the need of the hour. This is one unavoidable requirement which even government can't escape," he says.

Taurus is actively participating in sustainable actions which is required by organisations. "As a matter of fact, we are among the few organisations who are working on the sustainable or recyclable substrates. Our flagship products — Trucycl and Floatabel — are able to provide new scope to brands who are looking for sustainability."

According to Chetan, technology is the base of Taurus. "While creating our brand, we decided to create an edge through innovation and sustenance. But

RAJESH JAIN ON 30 YEARS OF TAURUS PACKAGING

When you started Taurus Packaging in 1994, did you ever imagine the company would become one of India's leading shrink sleeve specialists after 30 years?

Frankly, I did not imagine the scale we would achieve after 30 years, but I always believed that with dedication, quality, and continuous learning, we could build something meaningful in the packaging industry. What started with a simple vision of creating our own identity in the business, which gradually evolved into Taurus Packaging becoming one of India's leading shrink sleeve specialists. It has been a journey of consistent effort, strong relationships, and adapting to changing industry needs.

What were the biggest struggles and learning experiences during the initial years of building Taurus Packaging?

There were numerous. Hardest of all was to be make the organisation survive with capital crunch, limited manpower and simplest tools. We used to learn every moment from our experience. No exposure, no guidance just willingness to continue.

You introduced several advanced shrink sleeve technologies to the Indian market early on. What gave you the confidence to take such bold technological bets?

I am a simple man with clear thoughts. It was clear to me from start that if you want to grow you have to improve in quality, time and cost. All of this was achievable with technologies.

Looking back at the 30-year journey, which achievement makes you feel the proudest?

Looking back at this 30-year journey, what makes me most proud is not just the growth of the company, but the trust we have earned from our customers, partners, and employees over the years. Building Taurus Packaging into a respected name in the shrink sleeve industry through consistency, quality, and innovation is deeply satisfying. I am also proud of the strong team and culture we have created, where people have grown along with the company.

As a founder watching the next generation lead the business successfully, what gives you the greatest satisfaction today?

Seeing Chetan work hard is enough for my satisfaction but his efforts of making Taurus grow exponentially is something that inspires me to continue.

TÊTE-À-TÊTE WITH CHETAN JAIN

As the face of Taurus Packaging's next-generation leadership, how do you define success today?

I would define success in two terms. First being a technology driven organisation, continuous Innovation is the sign of a prosperous company. Second, by making an impact that lasts long. This impact can be multi-dimensional as well. It can be measured when you are termed as employee-friendly, customer-oriented, specialised product, technology-driven or sustainable-minded.

Packaging today is moving from being functional to experiential. How is Taurus adapting to this transformation?

Truly said, packaging is experiential. Our 2.5D printing technologies display and help experience many features like – sand, soft, wet, holographic and foil. Our R&D labs are researching matt, light-blocking and other features.

Regarded as one of the leading experts in shrink sleeves, what excites you most technically?

Shrink sleeve offers huge scope in designing, technical specification and most importantly grip or adhesion depending on the shape of the bottle. There is a lot of scope to explore, and learn new techniques to achieve perfection. This is the most exciting part and got me hooked to it.

How do you build a culture of innovation inside a manufacturing-driven organisation?

Innovation is not just the part of R&D in Taurus. We empower everyone in our manufacturing unit to innovate in their work in terms of style and productivity. We run various in-house competition on different topics to encourage innovation in culture.

What is the one dream project you want Taurus Packaging to achieve?

I aspire to create a fully sustainable and smart shrink sleeve ecosystem – right from recyclable substrates to AI-driven manufacturing and intelligent packaging solutions.

How do you foresee Indian packaging companies competing globally over the next decade?

Indian packaging products are already creating their mark on international markets. We have grown our exports tremendously.

If you were not in packaging, what industry would you have explored and why?

I would probably have explored the technology or automotive industry. Both sectors constantly evolve through innovation, precision, and engineering excellence, which naturally excites me. I enjoy solving practical challenges and building systems that improve performance and efficiency, and these industries reflect that mindset very closely.

What keeps you awake at night as the leader of a rapidly growing packaging company?

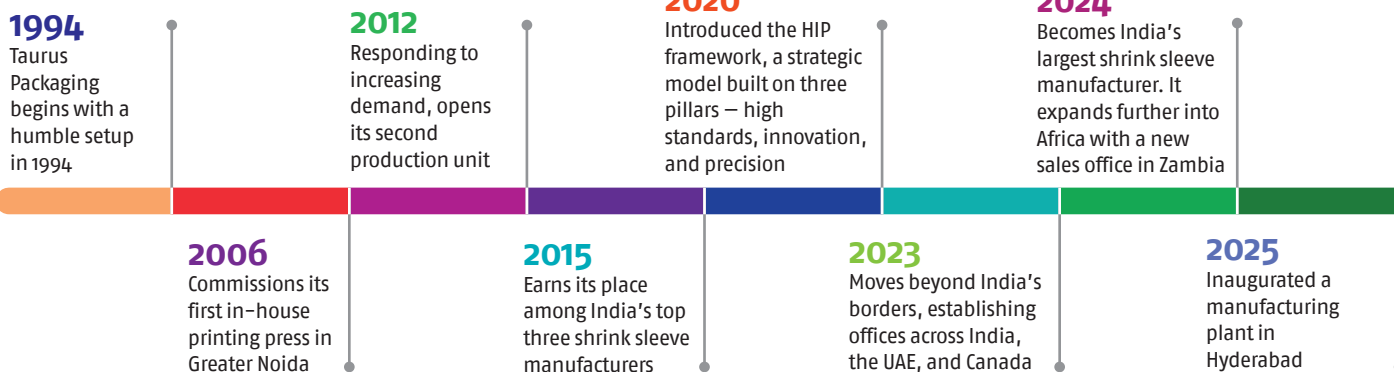
Any lag in quality process which undermine the finished shrink sleeve performance is a nightmare for me.

What has been your proudest moment at Taurus Packaging so far and what legacy do you wish to leave behind?

My proudest moment has been witnessing Taurus evolve from a growing manufacturing unit into a respected technology-driven organisation with a strong industry reputation. Seeing our clients trust us with critical packaging projects, while simultaneously watching our employees grow alongside the company, gives me immense satisfaction and pride. I am working with just one objective to make Taurus Packaging synonymous to technology in shrink sleeve industry. People would come looking for innovations and sustainability approach to us.



TAURUS TIMELINE



before we implement anything, we have to be clear about the objectives of using them. For us, it was to ease out client problems and giving perfect solutions. So, automation, R&D, HIP technology and sustainability all are interwoven and crucial to this long-term growth plan.

Chetan believes there are no shortcuts. Shorter turnaround time (TATs), quality consistency and operational efficiency can only come with stringent quality checks, skilled manpower and high-end technological advancements supported with fully equipped R&D labs. One has to be on toes to know the status.

Thirty years on, what's next for Taurus? Jain explains, "The next five years will be transformational for the shrink sleeve and flexible packaging industry. AI-driven quality control

systems, predictive maintenance, smart automation, and data-driven production planning will redefine manufacturing efficiency. Digital printing will further empower brands with faster product launches, personalisation, and shorter production cycles. At Taurus, we believe technology will not replace expertise, but it will enhance precision, consistency, sustainability, and speed across the packaging ecosystem."

Leadership approach

Chetan believes collaboration is the key to industry growth. "Though we can excel individually, it is meaningless. Sharing knowledge increases our growth opportunities."

His own motivation comes from two things. "First are the clients who are happy with our work, and express how

efficiently we have done their packaging projects. Hence, I have to resolve their queries and challenges. Second are my employees who are growing with the organisation. We are continuously expanding and have grown to become a large family of over 300 members. This is a huge achievement and motivates me every second to do the best," he explains.

For Chetan, Taurus Packaging is an organisation with a single objective to solve the customer's challenges and issues regarding the shrink sleeve packaging. "Our sole focus is to resolve clients worries. Over the next decade, our vision is to establish Taurus Packaging as a globally recognised technology-driven shrink sleeve packaging company known for innovation, sustainability, and customer-centric solutions. ■



Team Taurus Packaging