SOM DISTILLERIES & BREWERIES
AQUAMARK - CONSUMER GOODS MYANMAR

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Magazine 2026/33



# SOM DISTILLERIES & BREWERIES

From private-label producer to Indian leader in the beer and spirits sector

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# EDITORIAL 2026/33

Innovation for continual growth



Whether investing in new production lines or ecological sustainability, innovation is the only reliable strategic path to growth, meeting the competitive challenge, and satisfying consumers. This issue of SMI NOW presents case studies of companies that have placed innovation at the heart of their operations.

In France, Aquamark chose to bottle its Saint-Diery brand water while reducing environmental impact; to achieve this, the company invested in an ECOBLOC® system—comprising an SMI EBS 6 ERGON stretch-blow moulder and an ENOBERG 50-10 HEVS filler—at the start of the production line, and an SMI LSK 40 F ERGON shrink wrapper at the end of the line.

In India, SOM Distilleries & Breweries, a major beer and spirits producer, struck the perfect balance between packaging and innovation to enhance its brand by installing an SMI WP 500 ERGON wrap-around case packer.

In Myanmar, Consumer Goods Myanmar has become a driving force in the consumer goods sector, increasingly establishing itself in the personal & home care market, thanks in part to the use of state-of-the-art systems such as the SMI EBS 20 E ERGON stretch-blow moulder integrated into an ECOBLOC® unit with an ENOBERG 60-24 HEVF filler.

Innovation has been a concept deeply rooted in the corporate history of SMI and all the other companies that have joined the group over the years since it was founded.

For SMI, in particular, this approach is further renewed with the launch of the new EBS KX ERGON series of rotary stretch-blow moulders, designed with a focus on operational efficiency, environmental sustainability, and user-oriented artificial intelligence.

For ENOBERG, it translates into the launch of the new HEVFe series of electronic filling and capping systems, a range of efficient units ensuring high production volumes, rigorous hygiene protocols, and significant economic benefits.

You will find full details and in-depth information in this issue.

Thank you for your attention, and I wish you a pleasant read.

*Paolo Nava, President & CEO, SMI S.p.A.*


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# SOM
## DISTILLERIES & BREWERIES

BEHIND EVERY BOTTLE OR CAN OF BEER LIES A DELICATE BALANCE BETWEEN PACKAGING SOLUTIONS AND TECHNOLOGICAL INNOVATION, BOTH CRUCIAL FOR INDUSTRY PRODUCERS AIMING TO KEEP UP WITH MARKET DEMANDS. IN INDIA, ONE OF THE MOST DYNAMIC MARKETS FOR THE GROWTH IN BEER CONSUMPTION, A MAJOR PLAYER IN THE BEER AND SPIRITS SECTOR IS SOM DISTILLERIES & BREWERIES LTD (SDBL) HOLDING OVER 50% MARKET SHARE IN THE STATE OF MADHYA PRADESH. TO MODERNISE ITS BHOPAL PRODUCTION PLANT, THE COMPANY INSTALLED A NEW FILLING AND PACKAGING LINE FOR 0.5 L CANS CAPABLE OF PROCESSING 50,000 CANS PER HOUR; THIS SYSTEM HAS THE HIGHEST PRODUCTION SPEED IN THE INDIAN BEER INDUSTRY. FOR SECONDARY PACKAGING, SOM DISTILLERIES & BREWERIES LTD SELECTED AN SMI WP 500 ERGON WRAP-AROUND CASE PACKER, WHICH PACKS THE 0.5 L CANS, WHETHER LOOSE OR IN 2X3 MULTIPACKS, INTO 4X6 WRAP-AROUND CARDBOARD CASES.

- **SECTOR: BEER**
  SOM DISTILLERIES & BREWERIES LTD
  Bophal, India
  somindia.com
- Wrap-around case packer WP 500 ERGON



VIDEO

GEO LOCATION

# FROM PRIVATE-LABEL PRODUCER **TO LEADER IN THE BEER AND SPIRITS SECTOR**



SOM Distilleries & Breweries Ltd began operations in the mid-1980s as a bottling unit for "white label" products, goods manufactured without a brand name to allow for other companies to subsequently rebrand. This business grew successfully over the following years, enabling the Indian company to become a major industry player with multiple production plants. Today, SDBL, whose headquarters are in Bhopal, is part of the SOM Group, a renowned industrial entity in the alcoholic beverage sector that has long been distinguished by the quality of its products. Founded by J.K. Arora, the current Chairman and Managing



Director, the SOM Group of Companies has always been driven by a mission to produce high-quality beverages. Over time, its portfolio has expanded across various categories and brands, capturing significant shares of the Indian market. Strongly customer-oriented and socially responsible, the Bhopal-based company operates according to the highest ethical and quality standards, offering excellent products at competitive prices while continuously expanding its global presence.

SOM Distilleries & Breweries Limited (SDBL) was the first company in India to pride themselves with a product portfolio comprising spirits, beers, ready-to-drink (RTD) beverages, distillates, and neutral ethyl alcohol. With the ability to cater to the tastes of a vast consumer base, SDBL has established itself both domestically and internationally and is listed on the Bombay Stock Exchange (BSE) and the National Stock Exchange of India (NSE). The company's highly successful brands include Hunter, Black Fort, and Power Cool beers, produced at three plants located in the key states of Karnataka, Madhya Pradesh, and Odisha, which collectively supply 35 million cases to the market annually.











**ABOVE:** J.K. ARORA, MANAGING DIRECTOR OF SOM DISTILLERIES & BREWERIES.

**TO THE SIDE, FROM LEFT TO RIGHT:** DEEPAK ARORA, SOM CHIEF EXECUTIVE OFFICER, AND AJAY ARORA, SOM DEPUTY MANAGING DIRECTOR, DURING THEIR VISIT TO ITALY.

# FOCUS ON SOM DISTILLERIES AND BREWERIES LTD AND THE **SOM GROUP**

The group's name derives from "Som Ras" (or Soma)—the mythical potion of the gods mentioned in the Vedas—which, in Hindu mythology, was an intoxicating beverage.

Deepak Arora, CEO of SOM Distilleries and Breweries Ltd, stated: "Throughout more than a quarter-century of operations, growth and innovation have always been our two constants.

Building on this solid foundation, the SOM Group has created a structure that grows stronger year by year." The Indian company's liquor and beer production, centered at its main facility in Bhopal, Madhya Pradesh, utilises state-of-the-art equipment for fermentation, storage, and maturation. It is one of Central India's first fully automated breweries, using a Programmable Logic Controller (PLC) system to monitor and manage operating temperatures across fermentation and maturation vats, as well as those for finished beer and yeast.

The production plant is the subject of ongoing investment to expand capacity, thanks to the installation of state-of-the-art machinery, it is now capable of packaging 50,000 500ml cans per hour, making it the fastest canning line in the entire Indian brewing industry.

In addition to its headquarters, the SOM Group operates a plant in Hassan (Karnataka), strategically located to support distribution across southern India, as well as facilities in Odisha and Uttar Pradesh that boost the capacity for regional supply.













## BRANDS FOR EVERY TASTE

SOM's flagship brand, Hunter, is a pioneer in the strong beer category and a favourite among the new generation of beer enthusiasts; its bold yet smooth taste has not only made it a consumer favorite but also helped establish the SOM Group in the industry.
Black Fort is a strong beer brand, known for its bold flavour, appreciated by Indian consumers for its hoppy character and rustic, earthy appeal.
Developed specifically for local tastes, it has established itself in the domestic market and is expanding into other regions of India and abroad, thanks to its excellent quality and attractive pricing.
Finally, the Power 5000 and Power Cool products are variants of a highly popular super-strong beer, while the Woodpecker brand markets India's first filtered craft wheat beer, the latter is available in both cans and bottles, in mild (Glide) and strong (Crest) variants.
In addition to the aforementioned products, the SOM Group of Companies is proud to have other major brands in its portfolio, such as White Fox Refresh a lime and orange flavoured vodka-based beverage (ready-to-drink) that is highly popular among the new generation.






# INNOVATION AND CUSTOMER FOCUS **PAY OFF FOR SOM**

Since it was founded, the SOM Group has come a long way, earning renown and appreciation over the years for the high quality of the various beer brands in its portfolio. This success is a testament to the contributions of the company's employees and partners, as well as its ongoing investment in new technologies, which have enabled it to achieve significant milestones with brands such as Hunter Refreshing Premium Beer, Black Fort Premium Beer, Power 1000–Strong, Woodpecker Lager, and Power Cool. In January 2014, the Bhopal-based company received the "Fastest Growing Company" award from INDSPIRIT. Furthermore, in May 2014, it was honored with the "CSR" award and the "Best Debut" award at the Milestone 100 Whiskey-SPIRITZ Awards in recognition of its commitment to corporate social responsibility and environmental protection. Other notable international accolades include its inclusion in Forbes' 2013 list of the "Top 200 Companies" in the Asia-Pacific region (Small and Medium-sized Enterprises category) and the "Monde Selection Quality Awards" in France in June 2014, where the Indian group won gold for its "Milestone 100" premium whisky, as well as silver for White Fox vodka and silver for Hunter beer.

















## QUALITY COMES FIRST

The SOM Group has always offered its consumers products and services of the highest quality, achieved by adhering to rigorous international standards, making substantial investments in research, and utilising state-of-the-art quality control facilities. Furthermore, the company aims to build lasting relationships with customers, employees, suppliers, communities, and shareholders, and is committed to valuing its human resources by creating an environment where every employee can contribute their skills, talent, and ideas to a continuous process of innovation. To this end, the Bhopal-based company fosters a culture of teamwork, the entire organisation collaborates toward a shared vision, aligning individual performance with corporate goals to deliver quality products that are valued by consumers.


















# SMI SOLUTIONS FOR SOM DISTILLERIES & BREWERIES







Beer is a product that embodies cultural and regional significance, evolving into a genuine ecosystem of expertise, innovation, and passion.

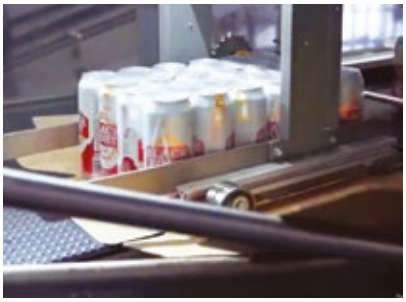
As a product of the land, it tells the story of its territory before being savoured by consumers.

These values are preserved in every can or bottle through the use of state-of-the-art packaging technologies—such as the SMI WP 500 ERGON wrap-around case packer and its associated infeed and outfeed conveyors.

This system packs 0.5 L cans into fully enclosed cases, creating eye-catching packaging that enhances the product's appeal and attracts customers at the point of sale.

At the same time, the SMI solution ensures maximum protection for the beer during transport and handling, offering clear benefits for product quality and preservation—ensuring it reaches consumers intact—as well as for the brand's reputation.







## WRAP-AROUND CASE PACKER WP 500 ERGON

**Product worked:** 0.5 L cans of Black Fort beer (loose and in 2x3 packs)

**Function:** Packaging in wrap-around cases in a 4x6 format at a speed of 38 packs/minute.

### STRONG POINTS OF THE SYSTEM

- **Smooth and continuous packaging:** the WP 500 ERGON wrap-around case packer meets SOM's need to keep up with the growing demand for Black Fort beer from both local and international markets.

  The 0.5 L cans, which enter the machine either loose or in 2x3 bundles, are packed in 24-can wrap-around boxes in a 4x6 format.

  Continuous packaging with the wrap-around system ensures the company has a smooth production process, without any jerky movements, and even allows them to customise the pack design to catch the consumer's eye

- **High-quality packs:** wrap-around packaging is the ideal solution to get impact-resistant packaging that protects the product during transport and achieves better pack quality with reduced mechanical wear

- **Ergonomics and ease of use:** the automatic card loading system, called Easy-Load, provides the big advantage of making the operator's job easier when loading the cardboard magazine and ensuring smooth and consistent card-picking operations

- **Easy maintenance:** the maintenance operations of the wrap-around case packer are made easier and safer, while the POSYC® control panel, which slides along a rail for the entire length of the packaging machine, allows the operator to use the system easily and efficiently thanks to the extremely intuitive graphical interface, the touch screen, and the advanced diagnostic and real-time technical support features

- **Compact and flexible solution:** the innovative wrap-around packaging system allows the use of a single machine to form the cardboard box and enclose the product inside; thanks to this system, the SMI WP ERGON series offers great flexibility, high production speeds, better stability of the packed products, and optimal use of storage space for packaging materials.





# THE INDIAN **BEER MARKET**

SOM Breweries and Distilleries, one of the oldest and most established brands in central India, has clearly paved the way for innovation in beer production, especially in the premium category, and in packaging solutions.

The 1990s saw a huge transformation in the beverage sector in India, thanks to the liberalisation of the economy, which triggered significant changes in consumer behavior, and the explosion of global media, which led to unprecedented lifestyle changes. Beverages also felt the impact of this social change, encouraging the development of the pub concept in the states of southern India and the growth of production and marketing of lighter beverages like beer in the north of the country.

SOM Distilleries & Breweries Limited has been at the forefront of seizing the opportunities offered by the profound transformation of Indian society, in 1994 it opened a modern facility for the production, fermentation, bottling, canning, and blending of Indian-made beer and spirits near Bhopal, in Madhya Pradesh.

Today, the Indian beer market, worth about 5.5 billion USD, is one of the most dynamic in the world in terms of consumption growth, driven by factors like urbanisation, rising disposable income, and a rapidly growing young population.




Although per capita consumption is still limited to 2 litres a year, the future looks bright for companies in the sector, which offer an increasingly wide range of products to a population of just under 1.5 billion people.



# BHOPAL: BETWEEN PAST AND MODERNITY

The capital of the Indian state of Madhya Pradesh is fascinating and at the same time full of contrasts.

The uniqueness of Bhopal lies precisely in its dual nature: on one side, there's the old town, mostly inhabited and frequented by Muslim residents, with wonderful mosques, ancient ruined palaces, and lively markets where getting lost is easy; on the other, you find modern neighborhoods, with trendy shopping centres, bars serving cocktails and draft beer, and exclusive restaurants.

The charm of the old city and the modernity of the new one, stand in stark contrast to the desolate and grim landscapes around the infamous Union Carbide chemical plant, the site of one of the worst industrial disasters in the world.

Known as the "Bhopal disaster," the area still bears the marks of the severe accident caused in 1984 by the release of 42 tons of methyl isocyanate, which led to the death and poisoning of thousands of people.

Being an important economic and commercial centre of the state, Bhopal is well connected by transportation and offers a pleasant detour, away from the usual tourist routes, to reach places of great interest like Sanchi, a famous Buddhist site protected by UNESCO with its ancient stupas and Ashoka pillars, or the Udayagiri Caves, rock-cut caves from the 5th century (Gupta Empire) that house beautiful Hindu sculptures, including the famous Varaha boar.











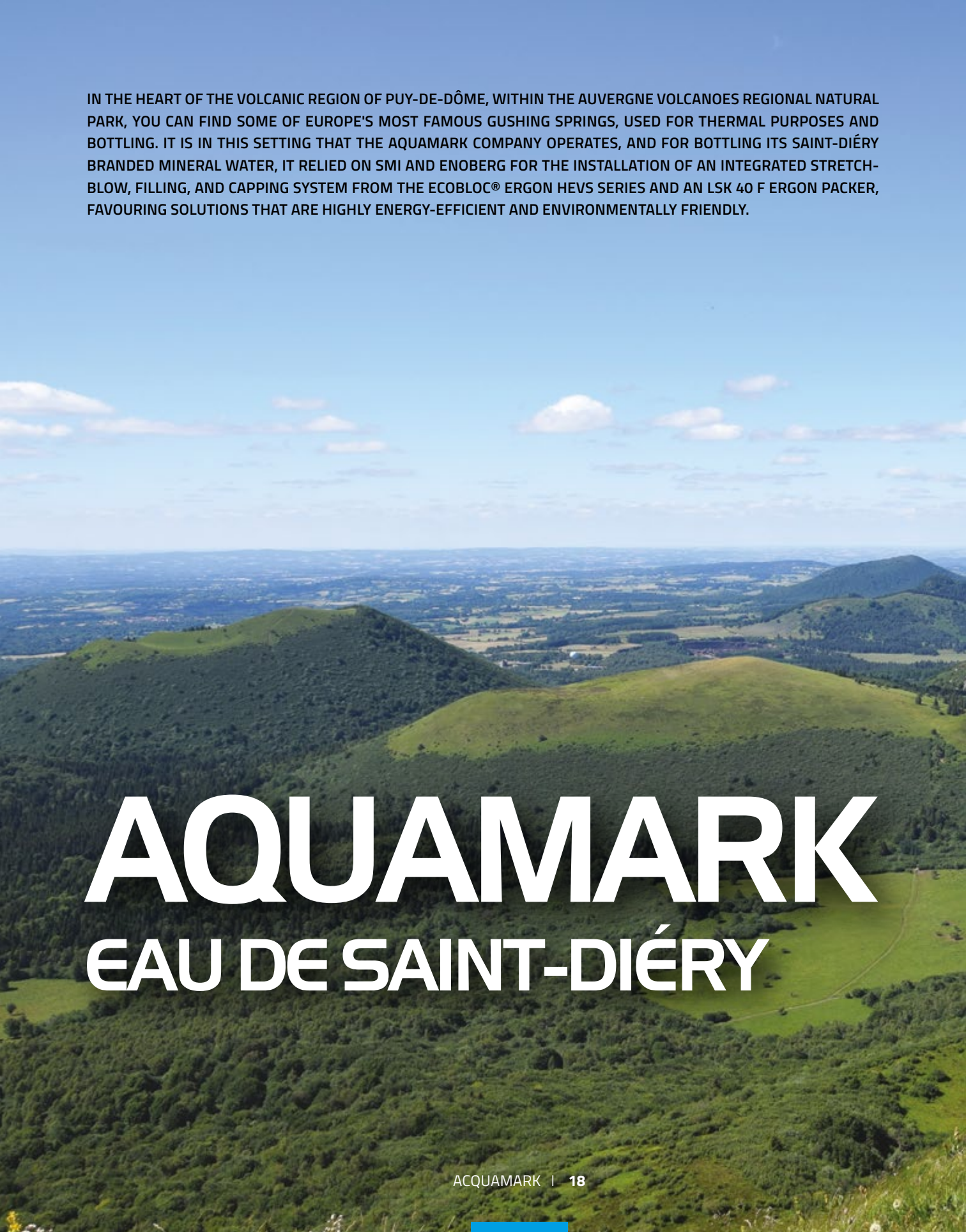





JUST
DO



IN THE HEART OF THE VOLCANIC REGION OF PUY-DE-DÔME, WITHIN THE AUVERGNE VOLCANOES REGIONAL NATURAL PARK, YOU CAN FIND SOME OF EUROPE'S MOST FAMOUS GUSHING SPRINGS, USED FOR THERMAL PURPOSES AND BOTTLING. IT IS IN THIS SETTING THAT THE AQUAMARK COMPANY OPERATES, AND FOR BOTTLING ITS SAINT-DIÉRY BRANDED MINERAL WATER, IT RELIED ON SMI AND ENOBERG FOR THE INSTALLATION OF AN INTEGRATED STRETCH-BLOW, FILLING, AND CAPPING SYSTEM FROM THE ECOBLOC® ERGON HEVS SERIES AND AN LSK 40 F ERGON PACKER, FAVOURING SOLUTIONS THAT ARE HIGHLY ENERGY-EFFICIENT AND ENVIRONMENTALLY FRIENDLY.



# AQUAMARK
## EAU DE SAINT-DIÉRY

- **SECTOR: WATER**
  AQUAMARK - Gruppo E. LECLERC
  Saint-Diéry, France
- Integrated system ECOBLOC® 6-50-10 E HEVS ERGON
- LSK 40 F ERGON shrink wrapper
- Conveyors

VIDEO



GEO LOCATION

# SAINT-DIÉRY WATER

## A NATURAL RESOURCE AND A SOURCE OF WELL BEING AND VITALITY

For over 125 years, Saint-Diéry mineral water has captured the purity and properties of the volcanic land of Auvergne.

This naturally sparkling precious gift of nature, born in the heart of France, in the Massif Central (Puy de Sancy), where it springs pure from the Renlaigue source and is bottled by Aquamark for the E. Leclerc group.

Despite its renowned qualities, the product is mainly sold within France through large-scale retail.

From a chemical-physical point of view, Saint-Diéry water stands out for its abundance of magnesium, property that give it digestive, fatigue-relieving, and anti-stress benefits.

Through the close collaboration between the client and SMI, it was possible to perfect the design of the containers used for bottling Saint-Diéry water and to obtain high-quality rPET bottles blown at low pressure thanks to the use of the ReduxAir base.








### HIGH-QUALITY GREEN CONTAINERS

Before making the moulds with the special ReduxAir bottom, the SMI designers made some technical adjustments to the shape and features of the containers previously used by Aquamark; in particular, the container designs were revised in the rib depth section of the bottle's spiral area, and for the 0.5 L container, the bottom support base was also redesigned.

Also, thanks to the use of sophisticated equipment, SMI labs carried out dimensional checks and tests on the preforms used by Aquamark, in order to accurately measure their thickness and the uniformity of the polymer they're made of.








# CONCRETE ACTIONS
## TO PROTECT THE ENVIRONMENT

Producing in full respect of the environment is no longer just an ethical choice, but a clear strategic path made of constant investments and technological innovation.

A clear example of this is the work done by Aquamark, a company strongly committed to protecting the planet, which works consciously to reduce waste, save energy, and offer consumers products that preserve the environment. To achieve these goals, the French company has recently upgraded its facilities for the production of Saint-Diéry mineral water, involving SMI, ENOBERG, and the SMI FRANCE branch, with the aim of implementing efficient and eco-friendly bottling systems.

The heart of the new plant is the integrated ECOBLOC® HEVS ERGON system, which handles the production and bottling of 0.5 L and 1.25 L bottles of sparkling water; inside this unit, the EBS 6 E ERGON stretch-blow moulding machine stands out, equipped with the ReduxAir system that ensures the customer lower energy costs and reduces the plant's carbon footprint thanks to optimized use of compressed air.

The focus on ecology is also reflected in the choice of packaging materials, as the 0.5 L and 1.25 L bottles are made from preforms made of recycled PET (rPET); depending on its production needs, the French company uses either 100% rPET preforms or ones with 30% or 50% rPET, achieving great






results during the stretch-blow moulding process.

In the context of secondary packaging, the bottles coming out of the ECOBLOC® ERGON integrated system are grouped into packs of 6 by the LSK 40 F ERGON packer using a plastic (polyethylene) film that is 50% recycled.

Thanks to these recyclable packaging solutions, the Saint-Diéry mineral water is ready to hit the shelves of major retail chains – especially E. Leclerc stores – combining the purity of the spring with an increasingly circular and responsible consumption model.



### FOCUS ON AQUAMARK

France is a highly competitive market, with hundreds of mineral water brands available; it was in this context that, in 2005, the E. Leclerc group founded Aquamark, a company dedicated to bottling spring water, mainly intended for the group's own stores.

Aquamark currently employs about sixty people and operates in two production sites in the Puy-de-Dôme region: a mountain spring water bottling plant in Laqueuille and, since 2013, a sparkling mineral water production plant in Saint-Diéry.

Aquamark's production plant is part of the wider strategy of the E. Leclerc Movement, which handles the production and marketing of its production lines in-house, to ensure consumers get low prices and independence in supply.






# GREEN SOLUTIONS FOR AQUAMARK



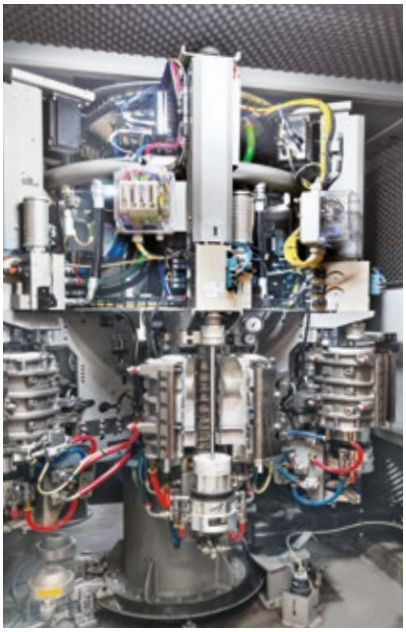
Working with SMI and ENOBERG allowed Aquamark to set up an efficient and eco-friendly production system at the Saint-Diéry plant.

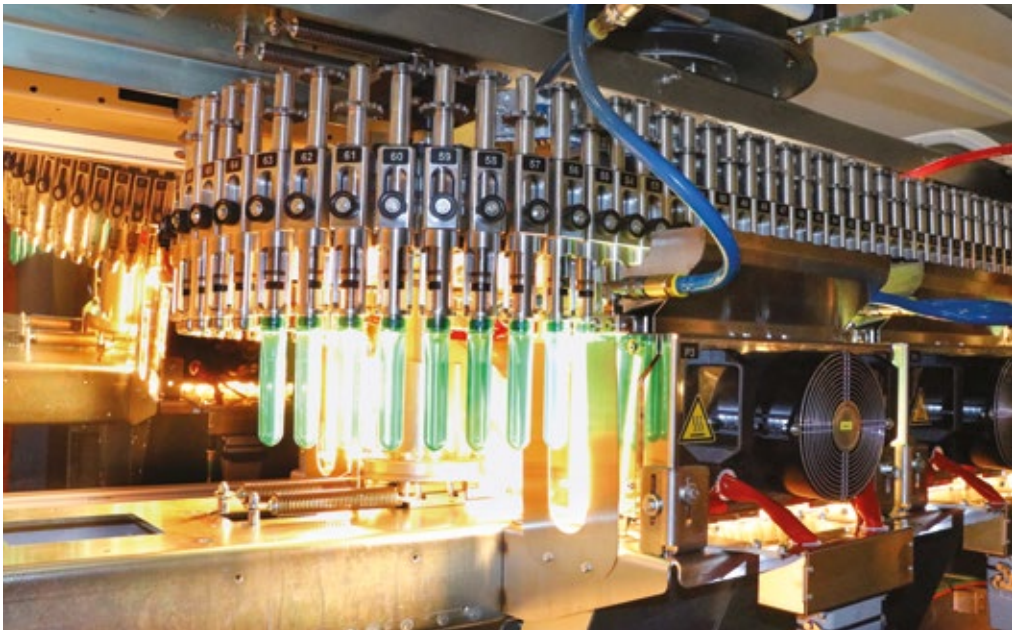
The proposed solution includes the integrated ECOBLOC® 6-50-10 E HEVS ERGON system and the LSK 40 F ERGON packaging machine.











## ECOBLOC® 6-50-10 E HEVS ERGON INTEGRATED SYSTEM

**Functions:** stretch-blow moulding, filling, and capping PET bottles of 0.5 L and 1.25 L sparkling water at a maximum speed of 13,200 bottles/hour (0.5 L size).

## MAIN FEATURES OF THE EBS 6 E ERGON STRETCH -BLOW MOULDER MODULE

The SMI blow-stretch moulder uses cutting-edge technologies that meet the sustainability goals of Aquamark and the E. Leclerc group; thanks to reduced energy consumption and costs, the system minimises environmental impact while ensuring highly efficient and sustainable production.

The key strengths of the EBS 6 E ERGON stretch blower are:

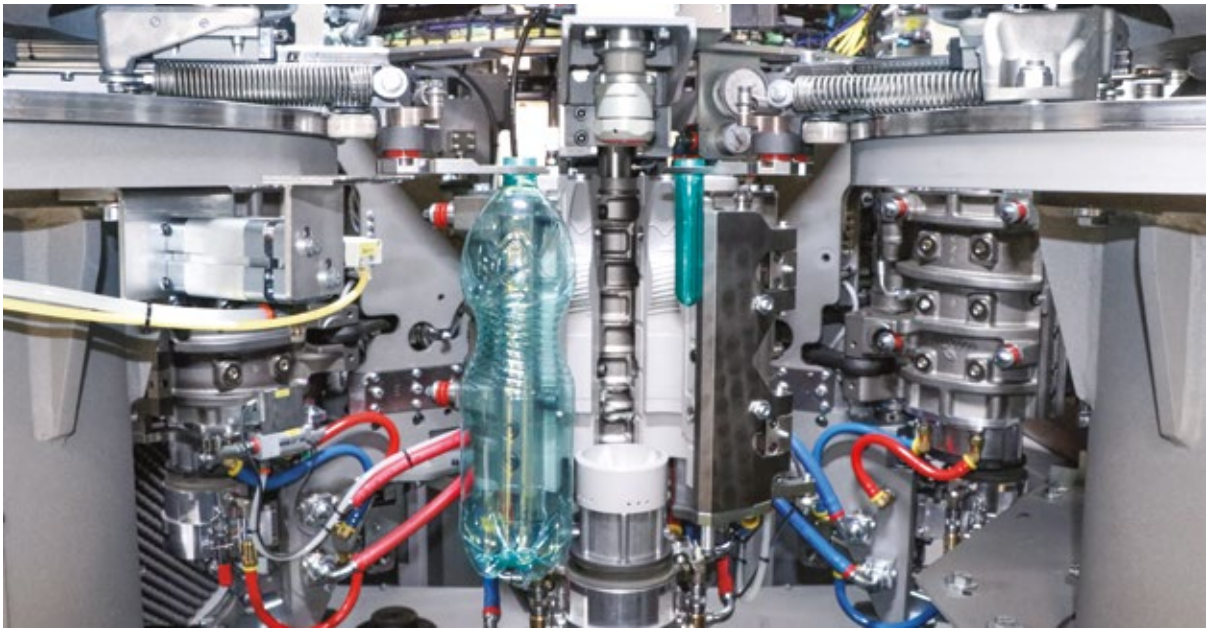
- **High-efficiency preform heating,** thanks to the fact that the preform heating module uses infrared lamps and thermo-reflective panels made of composite material (placed front/back) to boost the thermal radiation intensity and, as a result, cut energy consumption.

- **AirMaster double-stage air recovery system,** through which the stretch-blow mould module recovers air from the circuit; this significantly reduces compressed air consumption and the use of the high-pressure compressor

- **Moulds with special ReduxAir bottoms,** made by SMIMEC, a company in the SMI group, for the 0.5 L and 1.25 L sizes. These moulds are made with specific technical and design features that allow air trapped between the bottle walls and the mould surface to escape more quickly; as a result, rPET containers can be produced at lower pressures (27 bar) compared to the usual standard (around 35 bar), giving the customer an extra green advantage thanks to less use of compressed air and, therefore, lower electricity consumption by the machine.

- **Eco-friendly solution:** the stretch-blow moulder installed at Aquamark is suitable for producing containers made from rPET preforms, a choice that fully reflects the company's mission to protect the environment through the use of eco-friendly packaging.





## MAIN FEATURES OF THE 50-10 HEVS FILLING AND CAPPING MODULE

Every technical detail of the new ENOBERG 50-10 HEVS filling and capping system has been designed to ensure that Aquamark meets the highest standards of hygiene, safety, and cleanliness, completely eliminating the risk of product contamination.

The key strengths of the 50-10 HEVS filling and capping system are:

- **Hygiene:** the filling module is equipped with a sterile air blowing system with a HEPA filter in order to create a slight overpressure of sterile air in the filling environment.
- **Safety:** the machine is equipped with laminated glass doors so it can keep running even if the glass breaks; compared to tempered glass doors, laminated glass provides customers with significant benefits, especially when it comes to safety. Thanks to a plastic layer inside the glass itself, if it breaks, laminated glass doesn't shatter but stays attached to the PVB layer, reducing the risk of accidental falling shards. This allows customers to keep producing safely until the broken glass is replaced, avoiding machine downtime. The intermediate layer also offers excellent sound insulation.
- **Maximum accuracy:** the volumetric electronic filling system is extremely precise and ensures high accuracy in filling, with constant and complete control over every phase of the process.
- **No standing liquids:** thanks to the sloped base and the use of structural components specially designed to ensure continuous drainage of liquids from inside the workspace to the outside, no liquids accumulate inside the filling module, keeping the work environment clean and hygienic.
- **Simplified maintenance:** the lubrication of the gears, located in the motion transmission area, is centralised and automatic; moreover, the machine components are easily accessible.
- **Total isolation:** the filling chamber is completely separated from the transmission parts, which don't come into contact with the liquid being bottled and help maintain the product's hygiene and quality; the system also comes with an optional top cover device that further boosts hygiene and safety.
- **Rustproof and sturdy structure:** the frame of the filler is made entirely of AISI 304 stainless steel, with no iron parts.
- **Top-quality materials:** the filling taps are made of AISI 316 stainless steel; this is an optimal solution for machines intended for the food sector, thanks to resistance to corrosion from acidic foods and drinks, ease of cleaning, malleability, and long-lasting durability.
- **Smart automation:** easier washing thanks to the automatic insertion of dummy bottles.
- **Intuitive control:** easy management of parameters and settings directly from the POSYC® HMI touch panel.








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CA PASSE PAR MOI

## LSK 40 F ERGON SHRINK FILM WRAPPER

**Functions:** packaging rPET bottles of 0.5 L and 1.25 L in recyclable shrink film in the 3x2 format at a speed of 40 packs/minute (0.5 L format)

**Main features:** SMI's shrink film packaging machines are the result of significant R&D investments, aimed at finding solutions that meet customer needs, including the use of green packaging materials like the recycled shrink film used by Aquamark for packaging Saint-Diéry water bottles.

### Eco-friendly packs

thanks to the use of a fully recyclable 40-micron printed film, Aquamark creates packs that align with the company's policy of protecting the environment while meeting consumers' desire to buy pure spring water and at the same time supporting circular and responsible consumption.



### Quality packs

at the outfeed of the shrink tunnel, the pack undergoes an immediate cooling process, which, thanks to a higher number of fans placed at regular one-metre intervals inside the oven, sets its shape, aesthetic quality, and rigidity to prevent deformations or breakages during the next packaging stages.

The machine also features an additional cooling belt to ensure the quality of the finished package.




### Compact and functional

the LSK ERGON packaging machine is small in size and is the ideal solution to meet any layout needs within production plants; moreover, the film cutting unit has a compact design and the knife blade is powered by a direct-drive brushless motor, which makes the cutting operation more precise and simplifies maintenance.



### Reliable and competitive

the LSK series is an automatic machine suitable for packaging different types of containers, featuring cutting-edge technological solutions and highly reliable components at competitive prices.







**PRODUCING IN FULL RESPECT OF THE ENVIRONMENT IS NO LONGER JUST AN ETHICAL CHOICE, BUT A CLEAR STRATEGIC PATH MADE OF CONSTANT INVESTMENTS AND TECHNOLOGICAL INNOVATION**

## COMPETITIVE PRICES AND ENVIRONMENTAL PROTECTION: THE PILLARS OF THE E. LECLERC MOVEMENT

The E. Leclerc Movement is one of the main retail chains in Europe.

It started in 1949 in Landerneau, France, from a revolutionary idea by Édouard Leclerc: to fight post-war speculation and cut costs by limiting middlemen, with the goal of offering consumers great prices, initially for basic necessities.

Today, the areas of interest have expanded, and besides hypermarkets and supermarkets, E. Leclerc also runs gas stations, travel agencies, and cultural spaces.




At an organisational level, this important commercial entity is a cooperative of independent entrepreneurs, owners of their own stores who actively participate in the brand's decisions.

After gaining widespread popularity in France, the chain spread to other European countries; it currently has 766 stores (hypermarkets, supermarkets, and express stores) within France, as well as 74 stores abroad.



# FROM A PAST OF FIRE AND LAVA, **A NATURAL SPECTACLE THAT TELLS THE STORY OF THE EARTH**

The department of Puy-de-Dôme, located in the French region of Auvergne (Auvergne-Rhône-Alpes), is home to the spectacular Chaîne des Puys, an extraordinary lineup of over 80 extinct volcanoes.

These puys (cone-shaped volcanic formations), formed from single eruptions and now covered in lush vegetation, create an amazing geological landscape that stretches over 30 km and has been declared a UNESCO World Heritage Site.

The tallest and most famous mountain is the Puy-de-Dôme, which rises to 1,465 metres and offers a 360° view of a unique area, renowned not only for its volcanoes but also for its water, biodiversity, and rich local cultural heritage.

All around, the vast natural plain contrasts with the hills and underground volcanic activity, which enriches the aquifers and feeds some of Europe's most famous springs, used both for bottling and for thermal centres.

The best way to explore the area is by following the network of hiking trails, enjoying breathtaking views until you reach the summit of the Puy-de-Dôme.

It was here, that the Temple of Mercury was built in the 2nd century AD, the largest sanctuary in Roman Gaul, while in modern times cyclists of the legendary Tour de France have cycled up it multiple times.

Today you can comfortably reach the top on a rack rail train, which, starting from the valley, runs along the side of the mountain for 5.6 kilometers.





MYANMAR, KNOWN INTERNATIONALLY AS THE "LAND OF SMILES," CAPTIVATES WITH THE PROFOUND WARMTH, HOSPITALITY, AND SERENITY OF ITS PEOPLE. DESPITE ECONOMIC HARDSHIP AND A COMPLEX POLITICAL SITUATION, THE LOCAL POPULATION WELCOMES VISITORS WITH INCREDIBLE KINDNESS AND INFECTIOUS CHEERFULNESS. WITHIN THIS SIMPLE YET CHARMING ENVIRONMENT, A MORE MODERN SIDE ALSO EMERGES, ONE THAT MAKES TECHNOLOGICAL INNOVATION ITS TRUE STRENGTH. THE CLOSEST CONNECTIONS BETWEEN LOCAL TRADITION AND A VISION TO THE FUTURE, ARE EVIDENT IN THE RECENT COLLABORATION BETWEEN SMI, ENOBERG, AND THE BURMESE COMPANY CONSUMER GOODS MYANMAR (CGM), A LEADER IN THE CONSUMER GOODS MANUFACTURING SECTOR. THIS SYNERGY HAS GIVEN RISE TO A MAJOR INNOVATION PROJECT, CULMINATING IN THE INSTALLATION OF A STATE-OF-THE-ART PLANT FOR THE PRODUCTION, FILLING, AND CAPPING OF 48,000 BOTTLES/HOUR IN 0.12L, 0.18L, AND 0.75L PET FORMATS FOR LAUNDRY DETERGENTS AND FRAGRANCES.

- **SECTOR: DETERGENTS**
  CONSUMER GOODS MYANMAR LIMITED (CGM)
  Kamayut Township, Yangon, Myanmar
  www.cg-m.com
- ECOBLOC® 20-60-24 E HEVF ERGON Integrated System



GEO LOCATION



# CGM

## CONSUMER GOODS MYANMAR

# EFFICIENCY AND QUALITY TO MEET CONSUMER EXPECTATIONS

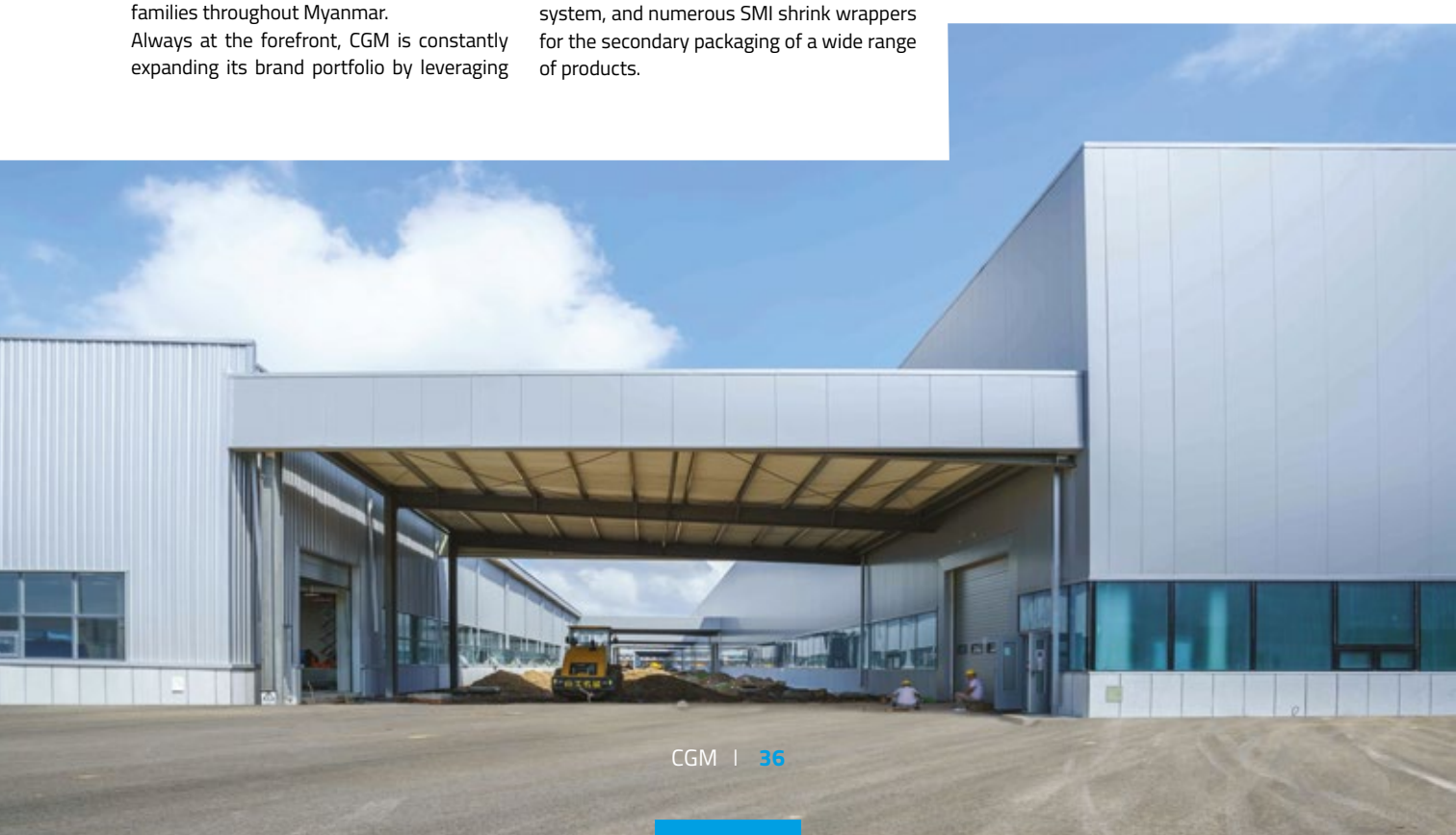
Consumer Goods Myanmar (CGM) is a leading fast-moving consumer goods (FMCG) manufacturing company in Myanmar. Founded in 2012, this industrial company specialises in the production and marketing of a wide range of products: food, beverage, personal care, household cleaning and detergents. These products are distributed throughout the country and are present in over 90% of retail stores.

Founded with the goal of providing accessible and affordable solutions to improve the daily lives of over 55 million Myanmar consumers, while respecting the environment, CGM manufactures all its products to the highest quality standards. Today, thanks to ongoing investments in technological innovation, the company has become a leading force in the industry and has a robust logistics and supply infrastructure capable of reaching families throughout Myanmar.

Always at the forefront, CGM is constantly expanding its brand portfolio by leveraging advanced production systems, such as the SMI 20-cavity stretch-blow moulder, the ENOBERG 60-24 HEVF filling and capping system, and numerous SMI shrink wrappers for the secondary packaging of a wide range of products.




**ABOVE:** CONSUMER GOODS MYANMAR (CGM) STAFF AT THE SMI BOOTH AT K 2025 IN DÜSSELDORF.



# TRUSTED PARTNER **FOR GROWTH**

Among CGM's most recent investments are the blowing, filling, and capping systems supplied by SMI and ENOBERG, as well as a series of secondary packaging machinery.

The collaboration between SMI and CGM dates back to 2023, with the installation of the first two CSK 40 P ERGON shrink wrappers at the Kamayut Township (Yangon) plant; these systems package 0.5 L PET bottles in 4x3 and 6x4 formats with flat pads and film, and 1 L PET bottles in 4x3 formats with flat pads and film.

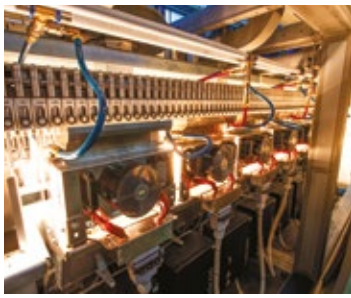
Recently, following the installation of the EBS 20 E ERGON blow moulder in ECOBLOC® with the ENOBERG 60-24 HEVF filler, the management of Consumer Goods Myanmar once again turned to SMI for the supply of two SK 802 P ERGON twin-lane shrink wrappers.

The first is used in the carbonated beverage production line for packaging 0.5 L, 1 L, and 1.5 L PET bottles in various configurations (with flat pad and film or film only, in both single and triple lanes), while the second unit meets the needs of the laundry detergent and air freshener sector, packaging both small PET containers in the 6x4 format (film only and flat pad + film) from the integrated ECOBLOC® 20-60-24 HEVF system and standard containers in the 4x3 format (film only and flat pad + film) in triple lane.













# PET PACKAGING FOR THE LAUNDRY DETERGENT SECTOR

Although CGM is widely known in the food and beverage sector with lines dedicated to instant coffee blends (such as Coffee & Me, Soo Good, and Naung Shay), as well as tea, water and cereals, the Yangon-based company boasts a production division specifically dedicated to personal care, fragrances, and laundry detergents.

The personal and household care market in Myanmar is experiencing significant growth, driven by new strategic decisions by major local players. Against this backdrop, Consumer Goods Myanmar has launched a diversification plan to officially enter the liquid cosmetics and personal and household care segment.

While production in this sector previously focused on traditional solid bars of soap, the portfolio has recently expanded to include liquid detergents, shampoos, body lotions, shower gels, detergents, and fragrances for laundry, packaged in PET bottles.

In Myanmar, PET is by far the preferred choice over glass or HDPE, for small detergent and fragrance bottles.







This material, in addition to allowing attractive and functional customised packaging, is lightweight, shatterproof, and cost-effective for retail distribution channels.

## FUNCTIONAL AND ATTRACTIVE CONTAINERS

The design of the 0.12 L and 0.18 L PET micro-containers was reworked by SMI designers.

Starting from the original shape of the bottles supplied by the customer, they added reinforcing ribs along the entire body of the container to combine functionality and aesthetics.



This design increased the container's strength and grip, both of which are crucial in the detergent sector, where wall rigidity is essential to prevent the product from leaking when gripping.

At the same time, top load resistance has been optimised, a key factor in reducing weight and production costs, ensuring the container's structural integrity during filling, capping, storage, and transportation.





# THE HOUSEHOLD CARE AND DETERGENTS MARKET IN MYANMAR





The market for household care products and laundry detergents in small PET bottles is booming in Myanmar, driven by urbanisation and the growing preference for concentrated formats.

The strong push for these products requires clean, essential, and eco-friendly designs, where PET packaging is particularly popular for its lightness and practicality.

Furthermore, due to restrictions on plastic resin imports, local manufacturers are focusing on the use of recycled PET (rPET) and optimising domestic recycling plants. In this ever-evolving market, Consumer Goods Myanmar remains agile and responsive, leveraging automated processes and investing in technologies that improve operational efficiency.

Thanks to data analytics and predictive forecasting systems, the Yangon-based company is able to quickly make strategic decisions, to optimise the flow of goods from production to distribution.

With every product delivered, CGM embodies its mission to enrich people's lives and promote progress.





# GREEN SOLUTIONS FOR CGM



CGM continuously invests in cutting-edge technological solutions to optimise the production efficiency of its plants.

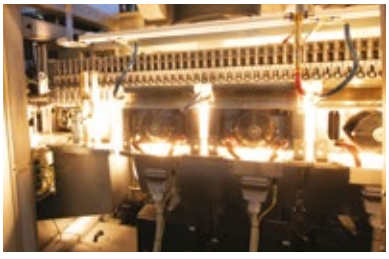
With this in mind, during a visit to SMI's headquarters in Italy, the Yangon-based company identified the SMI EBS 20 E ERGON stretch-blow moulder, integrated into ECOBLOC® with the ENOBERG 60-24 HEVF filler, as the ideal solution for its new 48,000 bottle/hour production line for 0.12 L, 0.18 L, and 0.75 L PET containers.

Thanks to this new investment, CGM has implemented its micro-packaging strategy, aiming to offer products at highly competitive and accessible retail prices.

This is made possible by the advanced automation, operational flexibility, and use of cutting-edge technical solutions that characterise SMI's EBS blow moulding machines and ENOBERG's compact Hyper Clean fillers, making the ECOBLOC® solution the ideal choice for bottling detergents and laundry fragrances.

The same system, in fact, allows a wide range of products, both viscous and foamy, to be packaged in PET containers.











**FEATURES AND BENEFITS OF THE EBS 20 E ERGON STRETCH-BLOW MOULDING SYSTEM**

- 20-molud rotary stretch-blow moulding machine for the production of both 0.12 L and 0.18 L PET micro-bottles and standard 0.75 L bottles for the laundry detergent industry
- Machine equipped with eco-friendly technologies, such as the dual-stage air recovery system
- A single-stage system that ensures significant reductions in energy consumption and related costs
- Extremely versatile preform heating oven for processing different types of PET or rPET preforms
- Compact and flexible machine with technologically advanced performance
- Stretch-blow moulding module equipped with motorised stretching rods, whose electronically controlled operation does not require mechanical cams
- Composite heat-reflecting panels installed in front and behind the lamps to increase the intensity of the heat radiation and, consequently, reduce energy consumption
- Accurate and precise heating profile for each individual preform Preform
- Management and control of each individual mould and, consequently, each cavity
- Rapid format changeover and mold replacement
- Low operating and maintenance costs.

## FEATURES AND BENEFITS OF THE 60-24 HEVF FILLING AND CAPPING MODULE

- The HEVF (Hypeclean Electronic Volumetric Filling) model installed at CGM features 60 filling stations with high-precision magnetic flowmeters and 24 capping stations for the application of plastic screw caps with 26/22 hexalite threads.
- Filling stations with automatic dummy bottles for faster product changeovers.
- Compact frame for reduced space on the filling line and reduced transportation costs.
- Walk-in frame, allowing the operator easy access to the filling and capping sections for format changeovers and machine maintenance.
- Complete cleaning of the floor beneath the system base.
- AISI 304 stainless steel frame.
- Machine surface inclined towards the drainage points for improved hygiene.
- High operator accessibility to the various parts of the system in complete safety, resulting in reduced maintenance time and costs.
- Rapid format changeover of the bottle guiding equipment.
- Low energy consumption
- Complete view of the work area thanks to the large protective glass panels
- Solid and robust structure.



## FEATURES OF THE EASY-CAP 60 M CAP ORIENTER

The SMI and ENOBERG supply also includes the SMI EASY-CAP series gravitational cap orienter, which picks caps from a hopper and turns them correctly until they reach the integrated ECOBLOC® ERGON system for capping PET bottles.

**Main advantages:**

- The gravity cap selection system is equipped with special guides to maintain the position of the caps and convey them to the single-row exit channel, positioned at the height from the ground most suitable for the user's needs.
- Very compact structure, made of AISI 304 steel, suitable for any layout solution.
- Smooth and linear operation, transporting only correctly oriented caps.
- System suitable for various types of plastic caps.
- User-friendly operator interface, allowing the operator to easily and efficiently use the machine.
- Conveyor belt equipped with special bars that transport only caps that are correctly positioned and oriented.

# INNOVATION AND QUALITY FOR A SUSTAINABLE FUTURE

Consumer Goods Myanmar's vision is to become the country's most trusted consumer goods manufacturer, distinguished by quality, sustainability, and innovation. The goal is to establish itself as a leading brand by constantly expanding its product portfolio and setting new industry standards. Through customer-focused solutions, the Burmese company is committed to improving the quality of life of its people, promoting responsible practices in the communities where it operates. Its mission focuses on offering everyday products that combine affordability, convenience, and respect for the environment. Through innovation and integrity, Consumer Goods Myanmar responds to real market needs, making a tangible contribution to a sustainable future. This approach includes adopting eco-friendly packaging, reducing transportation waste, and investing in energy-efficient warehouses. By maintaining a green supply chain, the Yangon-based company protects the environment and people's health. Through numerous social projects initiated with local institutions, it promotes health and good environmental practices, improving the collective well-being of the region.







## BUILDING AN EFFICIENT SUPPLY CHAIN FOR CONTINUED GROWTH

The foundation of Consumer Goods Myanmar's success is a well-structured supply chain that balances efficiency, resilience, and flexibility; the company's approach to supply chain management includes effective inventory control, demand forecasting, and precise logistics planning.

By sourcing raw materials from reliable suppliers and optimising storage facilities across the country, CGM minimises delays and ensures immediate product availability to meet market demand.

It utilises multi-tier distribution models and collaborates with regional distributors to maintain efficient coverage across the country.

This approach not only improves deliveries but also ensures reach of both urban and remote areas.







# MYANMAR, THE LAND OF SMILES



The unique spirit that characterises this land of approximately 55 million people stems from the Buddhist faith, which guides human relationships toward respect for others and inner peace, but also from a culture of hospitality, in which a smile is the first sign of sharing with strangers. This is combined with an extraordinary resilience, which allows the population to maintain a positive attitude. To fully experience this spiritual and community atmosphere, a visit to the Shwedagon Pagoda in Yangon remains one of the most renowned stops; it is the most sacred Buddhist temple for the Burmese, an extremely evocative and silent place of worship, where the faithful pray, socialie, and celebrate life. There are also other fascinating opportunities to discover Myanmar, such as sitting atop one of the tallest pagodas in Bagan to admire the sunrise and breathe in the surrounding peace, or visiting a monastery in Mandalay, home to approximately a thousand monks. And then there are the images of everyday life: fishermen on the lake, smiling rice weeders in the rice paddies, farmers in the fields, buffalo cooling off in the rivers, and children in small villages. It's precisely this that fills the heart and makes us understand how sometimes it takes very little to smile and be happy, even when you have nothing but a plot of land to cultivate and the only certainty is that tomorrow, the sun will rise again.



**MYANMAR'S WELCOMING SPIRIT IS THE NATION'S TRUE HALLMARK, JUSTIFYING ITS ICONIC NICKNAME, "LAND OF SMILES"**





















# HEVFE ENOBERG





# THE NEW ENOBERG HEVFe RANGE FOR FILLING AND CAPPING THAT MAXIMISES HYGIENE AND PERFORMANCE

The market for liquid filling machines is strongly driven by the demand for packaged consumer goods, which is constantly increasing due to changes in lifestyle.

In response to this market trend, beverage manufacturers are increasing investments in new, increasingly efficient systems that ensure high production volumes, comply with hygiene protocols, and ensure cost-effectiveness.

Based on an analysis of these issues and listening to the requests of existing and potential customers, ENOBERG has developed the new HEVFe range of monoblocks for liquid filling and capping, available as stand-alone units or in combination with SMI's EBS ERGON stretch-blow moulders.

The new HEVFe series, characterised by compact dimensions and designed with a strong focus on hygiene, efficiency, and cost-effectiveness, adopts cutting-edge technologies that meet the following customer requests:

1) compatibility with detailed machine hygiene and washability protocols

2) simplification of operator activity, offering greater accessibility to both maintenance and operating areas

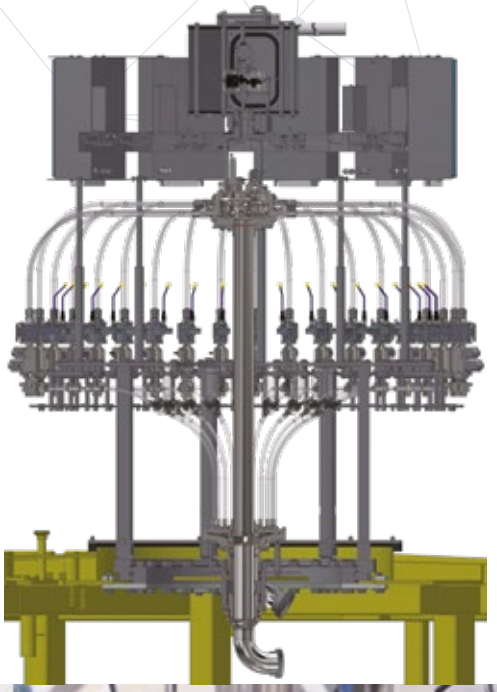
3) guaranteeing high levels of efficiency and increased productivity

4) guaranteeing greater machine durability, cost-effectiveness, and sustainability.



# HEVFe SERIES

## HYGIENE AND WASHABILITY



The range of HEVFe filling and capping systems represent the most advanced standard for the food, cosmetics, and chemical industries.

The solutions adopted focused on modifying certain parts to ensure better sanitisation and accessibility to critical areas of the machine, and to reduce the risk of microbiological contamination.

The design aspects considered to achieve these objectives and maximise hygiene are:

- Use of contactless valves: the valve body has been redesigned with a vertical design to improve liquid flow and reduce dead zones.
- Reducing the number of gaskets inside the filling station, ensuring greater hygiene and reduced and simplified maintenance.
- Improving the design of the product circuit and CIP components to ensure greater washability.
- Optimising the design with an emphasis on hygiene, as demonstrated by the sloped surfaces to prevent liquid stagnation, the absence of cracks or sharp corners where bacteria can nest, and expert welding.
- MOCA certification for rubber and plastics in contact with the liquid to be bottled.
- Steel parts of the product circuit made of AISI 316L stainless steel.



## HIGH ACCESSIBILITY TO THE SYSTEM'S OPERATING AND MAINTENANCE AREAS

The compactness typical of the previous HEVF range, for both the compact and walk-in models, has been further improved with the aim of simplifying operations for the machine user while ensuring high levels of safety.

These objectives were achieved through a series of technical improvements, such as:

- the removal of part of the lower frame trusses and the electrical conduits located at the bottom of the frame, which have been replaced by routing the cables inside the tubes, freeing the lower section of the structure and contributing to improved operator access to the maintenance areas (product/CIP collector and transmissions).
- access to the filling area has been further improved by enlarging the machine access openings and reducing the size of the entry and exit steps.
- access to the filling station has also been improved, again with a view to simplifying machine management and maintenance. In the new HEVFe range, the flow meter is installed directly on the valve, greatly simplifying and reducing valve disassembly time.
- Finally, thanks to the vertical design of the valve and a new dummy bottle, accessibility to maintenance-required parts of the valve has been significantly improved for any machine configuration.

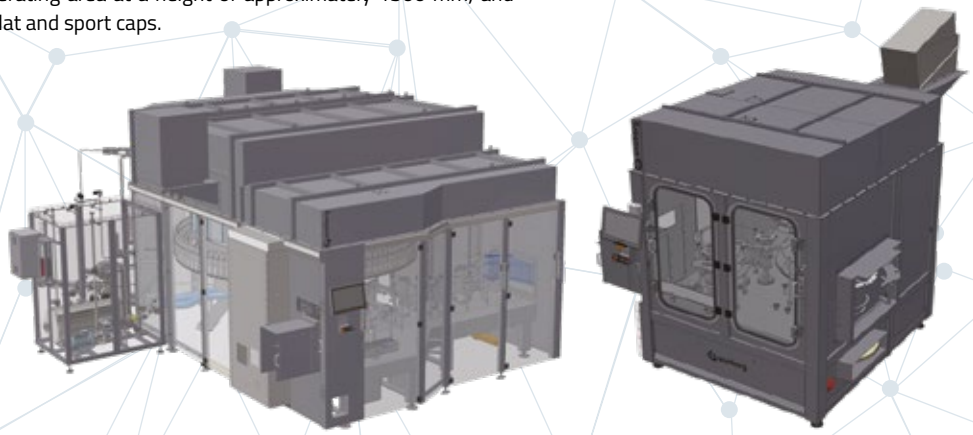



## GREATER EFFICIENCY AND PRODUCTIVITY

ENOBERG's HEVFe filling and capping systems range are designed to ensure high production efficiency. Specifically:

- The new filling tap allows for two flow speeds for uniform, efficient filling without product loss.
- The duration of the filling phases (slow and fast) can be easily set directly from the HMI screen and filling recipes.
- The frame has an extremely compact configuration with a small footprint, designed to maximise industrial production in minimal operating space.
- All the design features have allowed ENOBERG to reduce the overall dimensions of the platform housing the filler and capper, making installation and transport of the system more efficient and cost-effective. These advantages are even more evident when the module is combined with an SMI stretch-blow moulder in the integrated ECOBLOC® system.
- The new range is available with an optional accessory for handling flat and sport caps using a single orientation device. an advantageous solution due to its small size, easy accessibility of the system (operating area at a height of approximately 1500 mm) and quick format change between flat and sport caps.





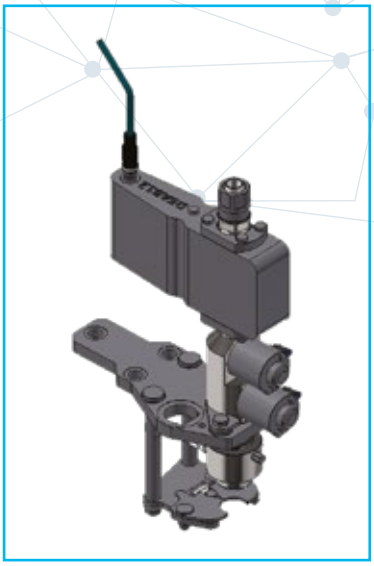


## STRENGTHS AT A GLANCE

- Modular and compact structure designed to maximise hygiene.
- High washability thanks to the inclined base frame.
- Improved accessibility to the machine's operating and maintenance areas.
- Reduced system footprint.
- Low operating and maintenance costs.
- Improved installation times, resulting in cost savings.
- Expansion of the range to ensure high flexibility thanks to greater coupling options with SMI blow moulding machines depending on product and speed (e.g., new 2160 mm carousel diameter for compact configurations).
- Improved durability of wear parts.

## DURABILITY, COST-EFFECTIVENESS, AND SUSTAINABILITY

One of the main market drivers is the increased emphasis on the durability of machine components and the environmental sustainability of processes, which is pushing beverage producers to adopt energy-efficient bottling solutions.



The construction aspects adopted to achieve these objectives are:

- The new taps have been redesigned with newly developed valves, a solution that ensures greater durability.
- The simplification and compactness of the machine structure have contributed to a reduction in system installation time, with consequent cost advantages.
- The automatic dummy bottle (available as an option) is fixed to the tap support and ensures greater stability, facilitates maintenance operations, and reduces replacement times.
- The filler's welded frame is made entirely of AISI 304 stainless steel, with no iron parts. Steel ensures greater durability and is particularly suitable for food products.
- The filling taps and steel parts in contact with the product are made of AISI 316L stainless steel; this is an optimal solution for machines intended for the food industry thanks to its resistance to corrosion from acidic foods and beverages, ease of cleaning, malleability, and longevity.



# SMY SKY BOTTLE

**7.2g** | **NECK 25/22**
GME 30.39

BOTTLE DESIGNED **BY SMI**
PET PREFORMS SUPPLIED **BY HUSKY TECHNOLOGIES™**




## SMI PRESENTS ITS ULTRA-LIGHTWEIGHT BOTTLE

Growing consumer awareness of environmental issues is profoundly impacting the operations of food and beverage companies, which are increasingly favouring the use of sustainable packaging. Among these, PET and rPET containers stand out, characterised by high quality and remarkable lightness, essential properties for saving energy and raw materials.

One of the most effective strategies for environmental protection is based on so-called "lightweighting," or designing increasingly lighter PET containers; this approach reduces plastic consumption and fully aligns with the green policies of most beverage manufacturers.

Thanks to an advanced CAD center for 3D design, SMI supports companies in the design and visual development of a wide range of containers compliant with these standards; An example of this is the Smy Sky bottle, jointly developed by SMI and HUSKY Technologies, which boasts a weight of only 7.2 grams.

The preforms, supplied by the Canadian company HUSKY Technologies, are blown by an SMI EBS ERGON series stretch-blow moulding machine, creating bottles with a capacity of 0.5 litres. The bottle, described as "light as a feather," features a 25/22 mm GME 30.39 neck and a top load of 313 N.

# SMY SKY BOTTLE



The name of the container itself is inspired by the concept of sky, a clear reference to lightness.

The minimal and clean design conveys an idea of essentiality in both geometry and weight: it is precisely this linearity that makes the bottle ideal for the needs of numerous producers and consumers.

The distinctive feature of the project lies in the significant savings in material.

The decision to develop such a lightweight bottle allows producers to reduce their carbon footprint while simultaneously responding to the growing market demand for eco-friendly packaging.

Weight reduction also generates significant economic benefits, as it reduces transportation costs and saves on electricity consumption for both bottle production and shipping.

In short, lightweight PET packaging stands out for its ability to offer economic and environmental benefits while maintaining product quality and functionality; an aspect expected to remain relevant for the packaging industry in the coming years.



| | |
|---|---|
| **Bottle weight** | 7.27 g |
| **Capacity** | 0.5 L |
| **Neck** | 25/22 GME 30.39 |
| **Neck weight** | 1.01 g |
| **Maximum resistance of the bottle bottom to pressurisation** | 0.4 Bar |
| **Top load resistance of the container filled to the level and capped, without adding nitrogen** | 313 N |
| **Production rate** | 2,750 bottles/hour per cavity |









# SMI MACHINERY INDIA

## QUICK RESPONSES TO GROWING NEEDS

Since January 2023, SMI has been present in India with the subsidary SMI MACHINERY INDIA PVT LTD, established with the aim of responding promptly and effectively to the ever-growing needs of its numerous customers in the area. The expertise, professionalism, and availability of the sales and technical staff, currently composed of nine people, are the key factors underlying the activity of the SMI branch, which is located in Goregaon (a suburb of Mumbai, in the state of Maharashtra), in a facility equipped with sales and technical offices and a spare parts warehouse.

Let's delve deeper into the topic with Vithal Kalbate, Managing Director of SMI MACHINERY INDIA PVT LTD.

**Q: What motivated SMI to establish a direct presence in India through a local subsidiary?**
**A:** Local presence is key in India, where customers seek timely assistance and readily available spare parts. When we realised that our long-standing customers were struggling to receive prompt support and supplies in local currency, we closed the gap. In the first year of the new branch, we approached customers with the support of a local engineer, visiting them one-to-one. This active listening, combined with the launch of a local support and logistics service, allowed us to re-establish profitable relationships with existing customers and develop new ones.

**Q: How does SMI Machinery India respond to the strong dynamism of the Indian market?**
**A:** The Indian market offers great growth opportunities, but it presents significant competitive challenges, given the strong presence of multinationals and local manufacturers of packaging machinery for SMEs. In this scenario, the success of SMI Machinery India was ensured by its ability to earn the trust of existing and new customers; an ambitious goal, to which I actively contributed by offering my professional experience.



1



3


2



**1. FROM LEFT TO RIGHT:** VINAY SHARMA, SERVICE MANAGER OF SMI MACHINERY INDIA; TIMOFEI KOZLOV AND VALERIA SMOLIAR, SALES DEPARTMENT OF SMI; NICOLA BERLENDIS, SALES DEPARTMENT OF SMIPACK; VITHAL KALBATE, MANAGING DIRECTOR; YASH PATIL, SALES MANAGER; SURAJ SISODIA, FIELD SERVICE TECHNICIAN AND PARIKSHIT SINGH, SERVICE ENGINEER OF SMI MACHINERY INDIA.

**2. FROM LEFT TO RIGHT:** VITHAL KALBATE, MANAGING DIRECTOR OF SMI MACHINERY INDIA; SURESH GURAPNUR, BACK-OFFICE SUPPORT AND SANDIP SHARMA, ACCOUNTS AND SPARES MANAGER.

**3. FROM LEFT TO RIGHT:** YASH PATIL, SALES MANAGER OF SMI MACHINERY INDIA; FABIO SISIMBRO, SALES DIRECTOR OF SMI; VITHAL KALBATE, MANAGING DIRECTOR AND SANDIP SHARMA, ACCOUNTS AND SPARES MANAGER.

# INTERVIEW WITH VITHAL KALBATE, MANAGING DIRECTOR OF SMI MACHINERY INDIA PVT LTD.




**Q: What are the main demands of the Indian market?**
**A:** The Indian market has changed and grown significantly in recent years, moving from low-speed production lines (150-200 bpm, or 9,000-12,000 bottles/hour) to current lines with speeds of up to 1,200 bpm (72,000 bottles/hour). Furthermore, local customers have become very price-sensitive.

**Q: What is SMI Machinery India's response to investment?**
**A:** SMI Machinery India is investing on several fronts; first and foremost, hiring qualified local engineers for technical support and maintaining local stocks of spare parts for rapid delivery to customers. Equally important are investments in sales and technical support to support customers with new projects, offering tailor-made solutions.

**Q: How important is the presence of a local branch for Indian customers?**
**A:** Opening a branch was a timely and crucial decision to ensure local support for all customers. Building a solid support structure with spare parts supply has improved service, demonstrating SMI's strong commitment to this country.

**Q: What are consumer needs in terms of performance for bottling and packaging equipment and service?**
**A:** In India, the beverage sector is led by water and carbonated soft drinks (CSD), followed by fruit juices, energy drinks, and edible oils. Alongside global giants like Coca-Cola and Pepsi, local flavoured beverage brands are experiencing strong growth, eroding market share from traditional colas. In terms of packaging, companies in the sector are increasingly focusing on environmental sustainability by making containers lighter to reduce costs and increasing the use of recycled materials to reduce their carbon footprint. At the same time, the sector is undergoing a profound technological transformation: old manual or semi-automatic systems are giving way to highly automated production lines, capable of ensuring high productivity and easier management for operators.

**Q: What is your opinion on current market trends?**
**A:** The Indian beverage market offers extraordinary growth potential, as annual per capita consumption is just 5-7 liters compared to approximately 250 liters in more developed markets.

Currently, on-the-go 200-250 ml formats at the affordable price of Rs 10 are driving sales.

There is also a shift from traditional colas to local and fruity flavours, such as cumin, lemon, and mango.

Historically low consumption is explained by low disposable income, the large rural population, the strong preference for homemade beverages (such as buttermilk, coconut water, and lemonade), and the structural limitations of logistics, retail, and the cold chain.

However, rising middle-class incomes, rapid urbanisation, and the growing presence of a young, health-conscious population are opening up vast development opportunities for the sector.

## FOCUS ON INDIA

**Strong points**
- Large domestic market
- Strong economic growth potential
- Skilled, English-speaking workforce
- Leadership in digital innovation
- Strategic geographic location in the Indo-Pacific
- Growing production and investment

**Demographics**
- Young population with an average age of approximately 29
- Large skilled workforce, especially in engineering, technology, and services sectors
- Rapid urbanisation and growing middle class

**High investment in infrastructure and services such as**
- Motorways and expressways
- Metro networks
- Airports and ports
- Renewable energy
- Digital infrastructure

**Sustainability and global role**
- Expansion of renewable energy, particularly solar and wind
- Promotion of a circular economy through numerous initiatives
- Commitment to achieving net-zero emissions by 2070
- Increasingly important role in global trade, climate negotiations, technology, and regional security, as a member of the G20, the QSD (Quadrilateral Security Dialogue), the SCO (Shanghai Cooperation Organisation) and the Commonwealth.

# SMI FRANCE

## ALWAYS CLOSE TO FRENCH CUSTOMERS

The French market continues to show strong growth in the bottling and packaging sectors for beverage, food, and personal care.

Since 2023, the SMI FRANCE S.A.S. subsidiary, based in Schiltigheim, in the Strasbourg metropolitan area (capital of the Grand Est region and an important logistics hub bordering Belgium, Luxembourg, Germany, and Switzerland), has responded quickly and effectively to the needs of the region.

The expertise, professionalism, and availability of its sales and technical staff are key factors supporting the activities of the SMI Group branch. Lets discuss this topic in more detail with Jourdan Deraison, Sales Manager of SMI FRANCE.

**Q: How does SMI FRANCE meet the needs of the bottling and beverage packaging sectors in France?**

**A:** SMI FRANCE leverages SMI's forty years of technological experience, while providing direct sales and technical support throughout France. Since the Schiltigheim branch was founded in 2023, the objective has been twofold:

- Reduce response times to tenders and urgent requests from new market entrants.
- Adapt SMI solutions to the specific constraints and requirements of the French market, as well as the needs of large companies.

Furthermore, SMI France guarantees local support for installation, commissioning, and after-sales service: a crucial factor for customers in France when choosing a supplier of industrial equipment.







**FROM LEFT TO RIGHT:**
KATERINA MAZZOLENI, SMI SALES AREA MANAGER FOR FRANCE; JOURDAN DERAISON, SALES MANAGER OF SMI FRANCE; ALAIN MATTES, DIRECTOR OF SMI FRANCE.

**TOP:** THE CITY OF SCHILTIGHEIM **/ RIGHT:** THE SMI FRANCE S.A.S. HEADQUARTERS..

## INTERVIEW: JOURDAN DERAISON, SALES MANAGER AT SMI FRANCE S.A.S.



**Q: What are the main requirements of the French market?**

**A:** The French market is very demanding due to strong regulatory and environmental pressures. Customers are looking for energy-efficient lines, suitable for recycled plastic, or ready to transition to plastic-free production. Furthermore, strong competition is pushing for a variety of formats and small production runs to diversify their offerings (flavoured waters, functional beverages, and soft drinks). Consequently, machines need to be modular, flexible, and easy-to-reconfigure. Overall Equipment Effectiveness (OEE) and reduced downtime are key selection criteria, while always complying with the quality and safety standards required by French companies.

**Q: How important is it for customers to have a local branch?**

**A:** It's crucial for building trust, for several reasons:

- Faster response times for after-sales service and spare parts
- Communication in the local language and greater knowledge of contractual regulations and the market
- Comprehensive support, from quote to plant start-up, with a single point of contact for the entire project
- Long-term relationships to collaborate closely with the customer's production and maintenance departments.

**Q: What is your opinion on current market trends?**

**A:** Decarbonising production lines is now an industrial necessity and no longer a simple marketing ploy; consequently, investments in highly energy-efficient machinery capable of using up to 100% recycled materials are growing. Economically, pressure on margins is pushing the market to favour investments that guarantee a rapid return on investment (ROI) through flexibility, reduced consumption, and savings on packaging, rather than focusing solely on production speed. The real priority today is flexibility combined with rapid format changeovers.








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