



NIRMAL POLY PLAST PRIVATE LIMITED

2025

CONTENTS

- ❑ COMPANY HISTORY
- ❑ BUSINESS VERTICALS
- ❑ WHAT SETS US APART?
- ❑ EXPORT MARKET SHARE AND PRODUCT CATEGORIES
- ❑ MANUFACTURING CAPABILITIES
- ❑ TECHNOLOGY
- ❑ QUALITY CONTROL
- ❑ SUPPLY CHAIN
- ❑ DIVERSITY AND SUSTAINABILITY PRACTICES
- ❑ RECOGNITION
- ❑ ORGANIZATION HIERARCHY/ CONTACT LIST



For affordable products



For premium and aesthetic products



Our exclusive online brand

COMPANY HISTORY



Our Legacy:

In 1966, Shri Kanji B Shah established 'Royal Plastics', marking the inception of India's pioneering venture to introduce plastic buckets to households nationwide.



Carrying forward his father's legacy, Mr. Vinod Kanji Shah joined the enterprise in 1982.

Fueled by a vision of global expansion, Mr. Vinod Shah inaugurated the first manufacturing facility in 1989 under the banner of 'Ratan Plastics', equipped with just four injection molding machines. Within two years, Ratan Plastics made its inaugural export to Germany.



COMPANY HISTORY



Under the proficient leadership of Mr. Harshit Shah and Mr. Nishit Shah, the company has experienced exponential growth in the past two decades.

In 2019, Ratan Plastics established India's largest and inaugural automated plastic houseware manufacturing unit.



During the same year, the leadership introduced the breakthrough brand 'Kolorr', conceptualized to resonate with the aspirational Indian consumers.

Presently, Ratan Plastics stands as a leading brand in both the Indian and global markets, providing high-quality and user-friendly plastic products to customers across 45+ countries.



COMPANY HISTORY



Nirmal Poly Plast Pvt. Ltd



Click on the image to play video

BUSINESS VERTICALS



- Presence in about 45+ countries world-wide
- Strong distribution channel, with 40,000+ General Retail Stores across India
- Supplying to the Top Modern Retail stores, PAN India
- Present on Ecommerce and Quick commerce channels like Amazon & Flipkart
- Serving to the top retailers world-wide, through DTR (direct to retail) approach
- Distributors appointed world-wide, buying our brand & OEM brands

WHAT SETS US APART?



BSCI, C-TPAT, SEDEX and ISO 9001:2015 COMPLIANT MANUFACTURING UNIT

PLUG & PLAY FACILITY WITH ADDITIONAL 40 MOLDING MACHINES DEPLOYMENT

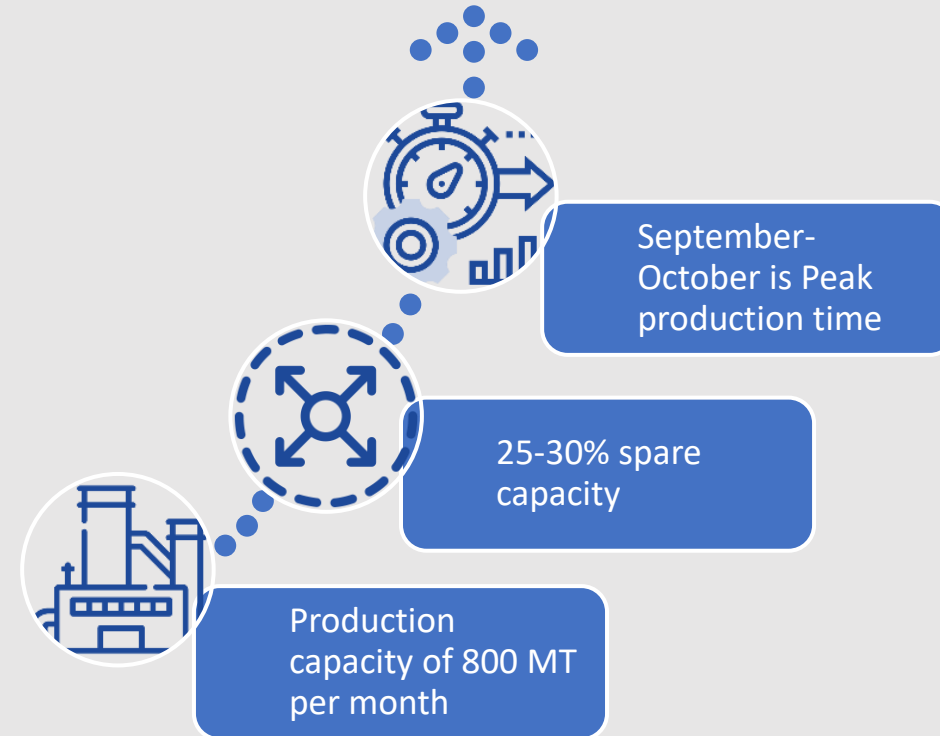
HIGHLY SPECIALISED TEAMS TO MANAGE TURNKEY PROJECTS

75+ INJECTION MOLDING MACHINES (with a clamping force up to 750 tons)

VIGILANT, FUTURE PROOF EXPANSION PLANS

IN-HOUSE MOLD DESIGN & DEVELOPMENT, TOOL ROOM FOR MAINTENANCE, AND CREATIVE DESIGN STUDIO FACILITIES

STRINGENT QUALITY CONTROL - PRE AND POST PRODUCTION



EXPORT MARKET SHARE



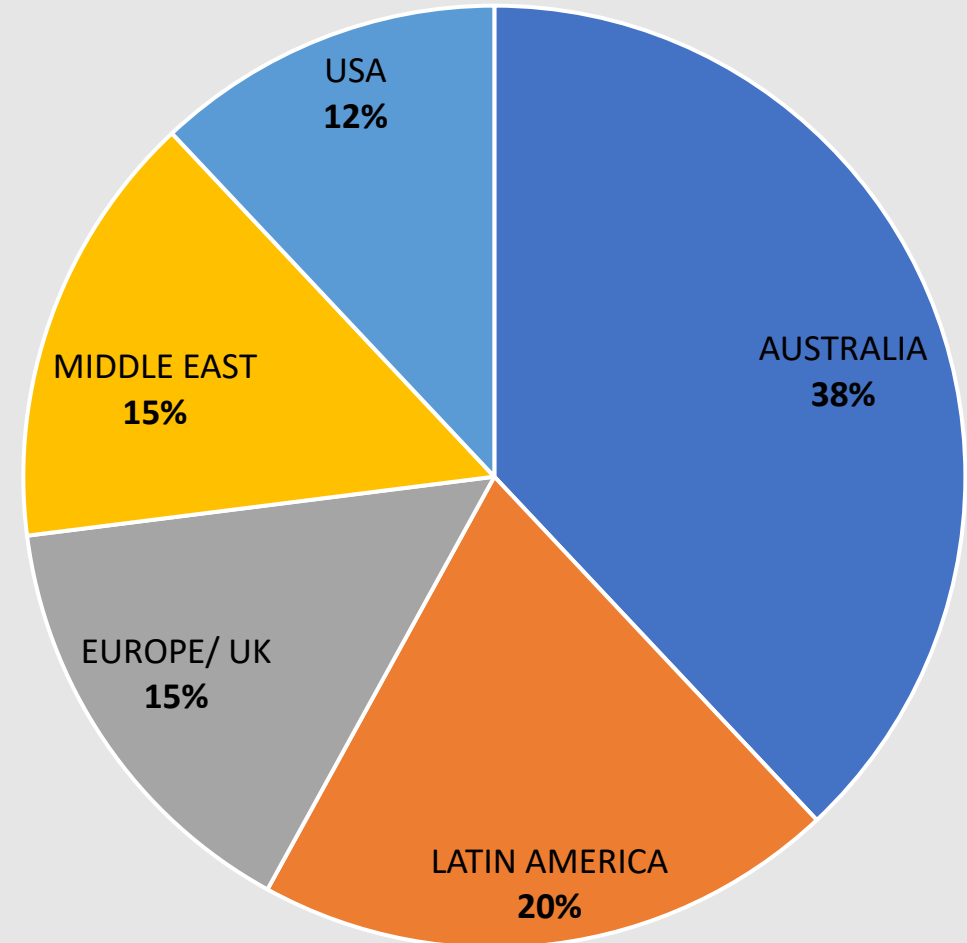
USA - DD's Discounts, Five Below, Inventory Liquidators, Cotton Valley

Australia - Kmart, Target

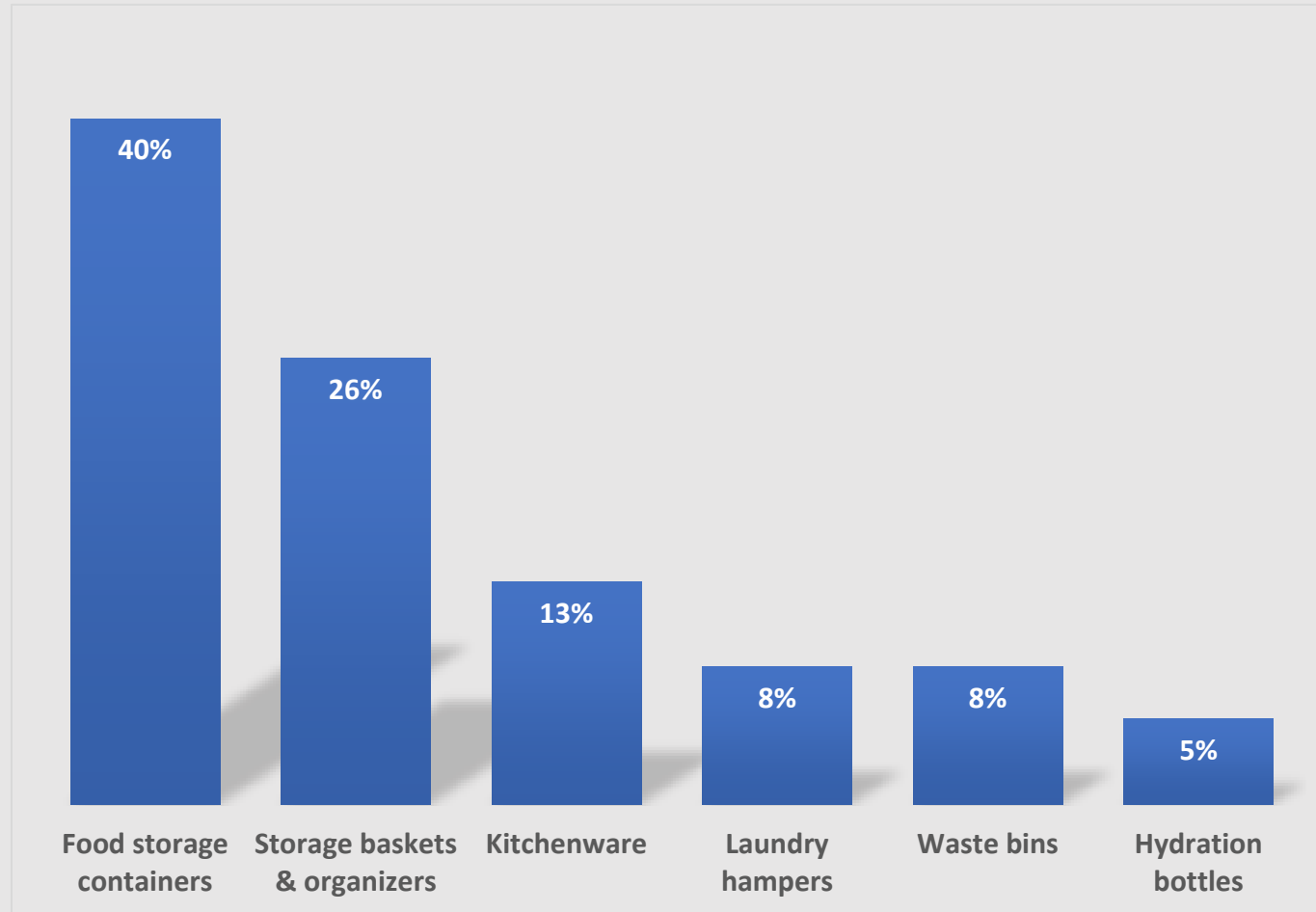
Europe - Tedi, Action, Poundland, One Below, Sam99 Stores

Latin America - Carrefour, Waldo's, Athens

Middle East - HomeBox, Homecentre, Lulu



PRODUCT CATEGORIES



MANUFACTURING CAPABILITIES



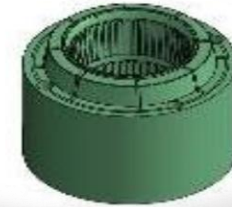
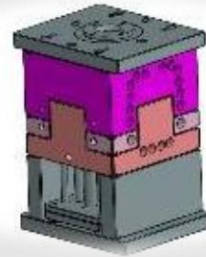
- **Total Factory size (in sqft):** 355,000 sqft
- **Capacity (in pieces) actual and spare:** 800 MT per month Actual, **180 MT per month Spare**
- **Number of employees:** 1000+ including factories
- **Own Manufacturing Locations:** 4 manufacturing units in Ahmedabad, Daman (UT), and Vapi
- **RM/PM Dependency (country wise):** Raw material sourced from India, as well as UAE and Saudi Arabia



MANUFACTURING CAPABILITIES

NEW PRODUCT DEVELOPMENT PROCESS:

- Conceptualization
- Product Design: 3D modelling/ CAD
- Prototype
- Mold Design based on prototypes
- Mold Development
- Trials



ADD MORE POINTERS, IF REQUIRED

MANUFACTURING CAPABILITIES



PP INJECTION MOLDING



PET BLOW MOLDING



PP BLOW MOLDING



LLDP



PET INJECTION MOLDING



HDPE



TECHNOLOGY

- Automatic raw material feeding systems.
- High speed, high precision Sumitomo Demag all-electric injection molding machines with high-performance robots.
- Branch and main line conveyor system to meet future mass production requirements.
- Tool room with in-house mold manufacturing.



QUALITY CONTROL

- **VALIDATION:** Statistical quality control methods for product validation and approval. [Attested with BSCI, SA8000 and ISO9001 certifications.](#)
- **MATERIALS QUALITY:** MFI, burst strength and tightened sampling plan followed.
- **FINISHED PRODUCTS:** Drop test, durability test, peel off test, pre-shipment inspections. All our products are made out of [100% virgin food grade plastic](#) which is BPA free. [ITS certificates](#) available.



SUPPLY CHAIN

- Factories in close proximity to the shipping ports, minimizing internal transit times.
- Each factory is outfitted with a loading base, allowing for container stuffing on-site.
- In the case of LCL shipment needs, products are delivered to the CFS warehouse designated by the buyer.
- Manufacturing lead-time from PO to shipment typically ranges from 45 to 60 days.
- From quotation and order processing to production planning, quality control, Logistics, dispatch, and documentation.



PLANT VIRTUAL TOUR



Click on the image to play video

DIVERSITY



CSR initiatives:

- Environmental Sustainability
- Community Engagement
- Employee Well-being
- Ethical Business Practices
- Stakeholder Engagement

Women Empowerment:

Our company has taken careful measures to ensure women empowerment, by employing female staff in HO and factories. Currently we are empowered with over 40% of female staff overall.

SUSTAINABILITY PRACTICES

Kolorr Earth - Our first step towards sustainability:

- Products made from a combination of agricultural waste (Coffee/ Rice/ Bamboo) and Plastics.
- Made from upto 40% organic matter.
- 100% recyclable products.
- Reduced carbon emission/ air pollution, generally caused by burning agri-waste.

Sustainably measures at the factory:

- **All electric** machine manufacturing, reducing carbon emission, increasing energy efficiency, lowering operating costs.
- **Solar panels:** Measures to reduce reliance on fossil fuels and decrease greenhouse gas emissions, energy independence and resilience against power outages or fluctuations in energy prices, ultimately saving costs.
- **Waste Water Management:** Nirmal Poly Plast Pvt. Ltd. supports the UN Sustainable Development Goal #12 - Ensure sustainable consumption and production patterns:
 - Sewage Treatment Plant (1 no), to treat waste water and reuse treated water for gardening
 - Evaporator Plant (2 nos), to evaporate RO rejected water waste
 - Rain Water Percolation Well (2 nos), for rain water harvesting



RECOGNITION



Nirmal Poly Plast has been recognised with '**EXPORT EXCELLENCE AWARD**' for Houseware products, by *The Plastics Export Promotion Council*.



Recognition to 'KOLORR' as one of the **BEST BRANDS 2022** by *The Economic Times, India* and **BEST BRANDS 2023** by the ET Edge, India

ORGANIZATION HIERARCHY



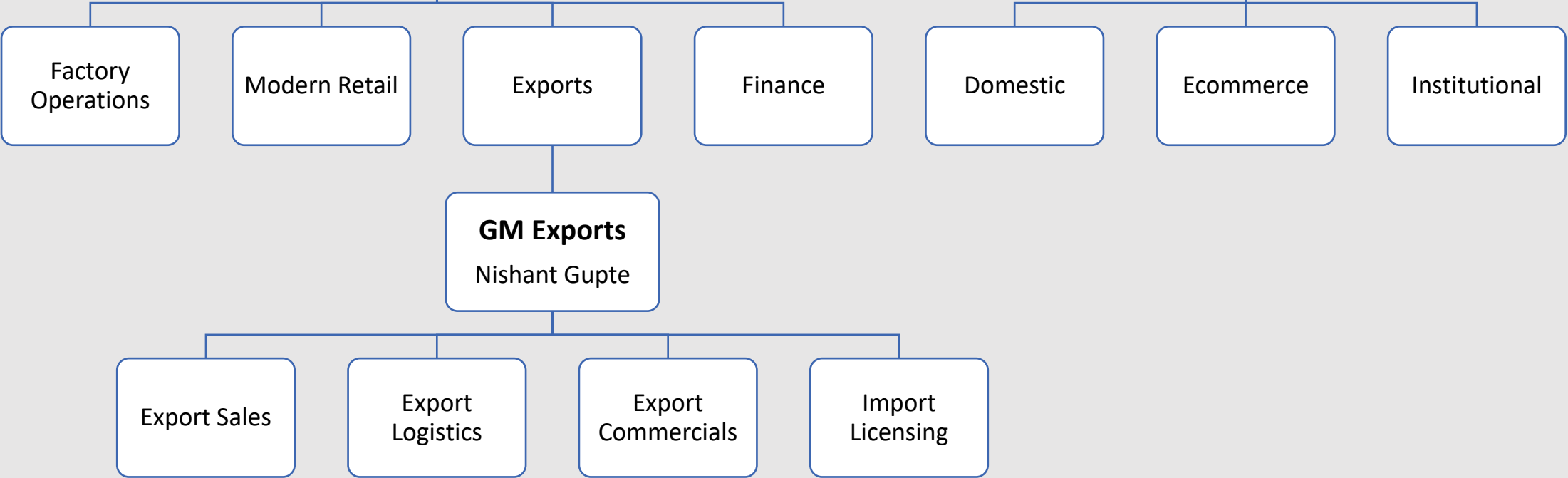
Chairman
Vinod Kanji Shah



Director & CEO
Harshit Shah



Director & COO
Nishit Shah



OUR TEAM - INTERNATIONAL BUSINESS



NISHANT GUPTA

General Manager



DHIREN CHHEDA

Manager



PRATIMA JADHAV

Key Account Manager



RAHUL JAIN

Manager

Phone - +91 22 4944 8000 | eMail - exports@kolorr.com

Ratan website - www.ratanplastics.com | Kolorr website - www.kolorr.com

**THANK YOU
FOR YOUR ATTENTION !!**