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How has your company evolved since its inception, and what key transformations have been pivotal to your growth?

Jani Sales Pvt. Ltd. has come a long way since its inception in 1979 as a trading company for paper and paper board products. Over the decades, we have transformed into a fully integrated paper manufacturing and packaging solutions provider with a strong presence across India and global markets.

What are some key milestones that demonstrate your company's adaptability in recent years?

- 2020 - Launch of Paper Manufacturing Plant:**
Marked our transition from trading to full-scale manufacturing, enhancing product control and supply capabilities.
- 2024 - Addition of Second Paper Machine:**
Expanded our capacity and product range to meet growing



domestic and international demand.

Jani Sales is today one of India's largest producers of M G paper for packaging and Virgin Tissue products.

What strategies has your company implemented to embrace transformation and stay competitive in the market?

Jani Sales Pvt. Ltd. has embraced transformation through in-house manufacturing, sustainable product development, technological upgrades, and global market expansion—ensuring agility, innovation, and continued competitiveness in a rapidly evolving industry.

How does your company contribute to strengthening India's position as a global economic force, particularly in alignment with the 'Atmanirbharta' vision?

Jani Sales Pvt. Ltd. contributes to strengthening India's global economic position by promoting self-reliance through domestic manufacturing, reducing import dependence, expanding exports, and delivering sustainable, high-quality products—aligning strongly with the 'Atmanirbharta' vision of a self-sufficient and globally competitive India.

How has your company integrated technology to enhance efficiency, streamline operations, and improve customer engagement?

Jani Sales Pvt. Ltd. has integrated technology through automation in manufacturing, real-time production monitoring, ERP systems for streamlined operations, and digital communication tools to enhance customer engagement and service efficiency.

What is your company's growth strategy for the next 3-5 years, and how does it align with the evolving MSME landscape?

Jani Sales Pvt. Ltd.'s growth strategy for the next 3-5 years includes expanding manufacturing capacity, very soon launching Paper Machine 3 to meet the growing local and global demand for tissue and related products, diversifying sustainable offerings, and boosting exports. This aligns with the evolving MSME landscape by promoting innovation, self-reliance, and global competitiveness in support of India's economic progress. ■