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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. ■

### 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