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### **in alignment with the 'Atmanirbharta' vision?**

At Veer Plastics, our vision aligns closely with Atmanirbharta. We manufacture globally competitive products entirely within India, exporting majorly. By indigenously developing high-performance materials for roofing and infrastructure, we reduce dependency on imports and empower Indian manufacturing on a global stage. We also invest in R&D to co-create solutions with customers across sectors, enhancing India's reputation as a hub for engineering and innovation. Our focus on skill development and decentralized manufacturing contributes to regional job creation and sustainable growth.

### **What sustainability practices has your company adopted, and how are these initiatives contributing to long-term resilience and environmental responsibility?**

Our company has adopted sustainable practices including the use of eco-friendly raw materials, waste reduction, and recyclable packaging. We've made green investments in energy-efficient systems and renewable power sources across our facilities. These initiatives strengthen our environmental responsibility while enhancing long-term resilience and compliance.

### **What would you consider to be your company's 'success mantra' in navigating the challenges and opportunities in the MSME sector?**

Our success mantra lies in being "Pioneering Quality, Driven by Innovation." We stay agile, customer-focused, and relentlessly curious. We treat every challenge as an opportunity to improve, whether in product development, global expansion, or digital transformation. Empowering teams, listening to customers, and investing in future-ready technologies has helped us stay ahead, no matter the market dynamics. ■

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

Veer Plastics has consistently evolved to meet emerging demands and global standards. In recent years, we expanded our portfolio from woven packaging to advanced building envelope solutions, including self-adhered roof underlayments, house wraps, and flashing tapes for the North American market.

We've also grown our renewable energy capacity by doubling our wind power generation to 4.2 MW, reinforcing both operational sustainability and self-reliance. Our agility in pivoting product lines, expanding into exports, and embracing innovation showcases our commitment to long-term growth.

### **How does your company contribute to strengthening India's position as a global economic force, particularly**