



Alok Birla

Managing Director

Swara Baby Products Private Limited



What are some of the innovative product development initiatives taken by your company in recent years? How have those initiatives ensured the safety and quality of its products?

We have an inhouse RND and we constantly look to better the product. Some of the innovative product development initiatives that we have taken are:

- A. We have an all-round 3D leak guard which ensures complete leakage prevention from sides. We also introduce leakage test in our lab to ensure this feature is functioning properly.
- B. We have a patented honeycomb pattern on core. This pattern aims to provide speedy and equal distribution which can keep the diaper intact up to 12 hours.
- C. We introduce high speed bifold diapers that improve sustainability and reduce primary packing material. Along with these bifold diapers we developed thin core diapers as well as Fluff & SAP combos.
- D. As an alternative of corrugated boxes, we have started using sack bags which ensure the product is not contaminated during the raining season and even transportation.

- E. In our company we recently introduced Process Failure Mode and Effect Analysis (PFMEA) and Hazard Analysis of Critical Control Point (HACCP). Both these tools were helpful for product safety, quality control and continual improvement.
- F. Lastly, we consciously use raw material that are cleared as baby safe products as we believe that using safe raw material is very crucial.

How would you describe the journey of your company since its inception? What are some of the key milestones of the company in recent years?

Swara Baby Products started its operations in the year 2017. Initially business was slow because Indian market was not matured enough as it was in the hands of multinationals. Subsequently in 2-3 years the market opened and we got wider opportunities. We established ourselves as one of the biggest OEM for the Diapers in India and we are proud to say that we are the only one associated with the two biggest brands of diapers - Huggies and Pampers.

Apart from that we are catering to all the three online platforms - Amazon, Flipkart and FirstCry with their respective Brands.

How is the company gearing towards "Aatmanirbhar Bhavishya"?

Going ahead with backward integration we are procuring most of the raw material like SAP, PE Films, Non-woven etc within India. This not only helps in reducing our imports but also supports the fulfilment of PM's dream of making India Atmanirbhar.