

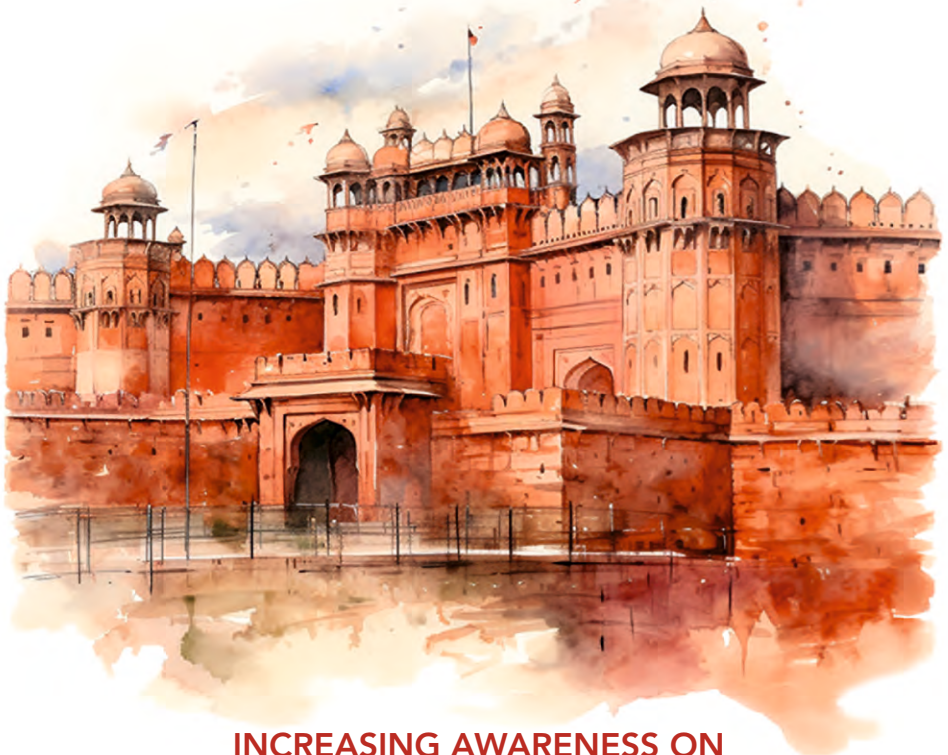
**RIGHT**  
HYGIENE

6<sup>th</sup> Edition of

# RIGHT HYGIENE

**20-21 March 2024**

**Andaz by Hyatt, Aerocity  
New Delhi, India**



**INCREASING AWARENESS ON  
USAGE • QUALITY • SUSTAINABILITY**

Baby Diapers • Adult Diapers • Feminine Care Products • Wet Wipes



**BUSINESS  
CO-ORDINATION  
HOUSE**

## GREETINGS FROM BCH



**Ritika Gupta**

*Executive Director, BCH*

*We invite you to embark on a journey of learning, networking, innovation, and collective growth. May this conference foster fruitful interactions, forge new partnerships, and unveil a multitude of opportunities aligned with our mission to advance the hygiene industry in quality, growth, and sustainability.*

*We are overwhelmed by the response received and it gives us the energy to work harder and smarter to support all of you –*

*Our partners, our family, our Industry in achieving greater heights in your endeavours. The BCH team is here to assist and support your vision in hygiene.*



**Samir Gupta**

*Managing Director, BCH*



**Kanav Gupta**

*Associate Director, BCH*

*A warm welcome and greetings to all participants at the 6<sup>th</sup> edition of Right Hygiene. As India evolves – The globe is looking at India as both a growing market and a strong sourcing Hub. The hygiene market continues to soar with all eyes on the rural segment for the next phase of growth.*

## A WARM WELCOME

## THANKYOU SPONSORS

### PLATINUM



### GOLD



### SILVER



### OEM MARKET



### SUPERMARKET



# PROGRAMME

## WEDNESDAY, 20<sup>TH</sup> MARCH 2024

7:30 – 8:30	Tabletop Exhibition - Build Up
8:00 – 9:00	Registration - Welcome Tea/Coffee
8:45	Opening of the Tabletop Display Exhibition
9:00 – 9:30	Conference Opening • Welcome address • Lighting of the Lamp

### SESSION 1 – MARKETS: INDIA AND GLOBAL



**Session Moderator**

**Samir Gupta**, *Managing Director*,  
*Business Co-ordination House (BCH), (India)*



#### KEYNOTE SPEECH

#### BUILDING FOR THE NEW BHARAT: FUTURE-PROOFING IN INDIA'S EVOLVING BUSINESS LANDSCAPE

9:30 – 10:00

**Brijesh Agrawal**, *Co-founder & Director*, *IndiaMART InterMESH*



#### RURAL HYGIENE MARKET OF INDIA – WHAT WILL IT TAKE?

- Hygiene market trends in baby, feminine care, adult, and wipes
- Rural India – The next phase of growth...
- Key drivers, land-scape, opportunities & challenges

10:00 – 10:25

**Kanav Gupta**, *Associate Director*, *BCH (India)*



#### GLOBAL MARKETS OVER THE LAST DECADES AND THE EVOLUTION OF HYGIENE PACKAGING

- Comparing hygiene growth stories of major countries of the world
- Reasons for moving towards auto packaging in each of these markets
- Can India learn from the past and skip manual packaging?
- To auto-pack or not to auto-pack - A comparison

10:25 – 10:50

**Oliver Rebstock**, *Managing Director*, *Optima Nonwovens (Germany)*

10:50 – 11:35

Tea/Coffee Break – Networking (Sponsored by Henkel)

## SESSION 2 – INNOVATION



### Session Moderator

**Pierre Wiertz**, *Former Nonwovens Association Manager & Industry Expert (Belgium)*



### SUSTAINABLE INNOVATIVE SOLUTIONS FOR HYGIENE APPLICATIONS

- Megatrends in hygiene industry
- SABIC PURECARES™ portfolio
- SABIC solutions contributing to circularity
- Developments in nonwoven hygiene & medical applications

11:35 – 12:00

**Estelle Poulet**, *Senior Manager Technology, Hygiene & Healthcare Segment, SABIC (Saudi Arabia)*



### XHL AND ULTRA-LIGHT WEIGHTS – NEW LEVELS FOR SOFTNESS & RAW MATERIAL SAVINGS IN ABSORBENT HYGIENE

- XHL / EXtra High Loft – what stands behind the term
  - What is making a product XHL
  - Applications and how to fulfil their special requirements
- Ultra-Light Weights
  - Breaking the barrier for low basis weights
  - Reduce weight, save cost, maintain properties

12:00 – 12:25

**Falk Roesner**, *Sales Manager, Reifenhäuser Reicofil (Germany)*

### 12:25 – 13:10 • LADIES PANEL (Powered by NIINE)

Ladies are the main users and buyers of hygiene products and their opinion on this product and trends is most critical. Through the first ever “All Ladies panel discussion”, the objective is to enhance industry understanding by bringing forth the mindset of the genuine Indian consumer from different segments like – Low, Middle & high income, Urban, Rural, Government, Student & Social.



**Lilian Chiang**,  
*Procurement Head, Nanlu*



**Arundhati Prasad**,  
*Creative Lead, Desmania  
Designed for Good*



**Kritsween Walla**,  
*News Anchor*



**Sanghamitra Singh**,  
*Conservationist,  
Piploda, MP*



**Saloni Mayekar**,  
*New Product  
Development Lead, Nua*



**Garima Avtar**,  
*Podcaster & Content  
Creator*



**Aanvi Narain**  
*President, NSS  
Gargi College*



Session Chair  
**L.S. Changsan**,  
*Hon'ble Additional Secretary,  
Ministry of Health & Family Welfare*



Moderator  
**Ritika Gupta**,  
*Executive Director,  
BCH*

**Challenges**

**Behaviour**

**Product Improvement**

**Pricing**

**Future Trends**

**Awareness**

**Sustainability**

13:10 – 13:15

**Opening of the 'Right' Hygiene Supermarket** - A showcase of global & domestic hygiene products offered by OEMs and the brands to the hygiene industry

13:15 – 14:45

**Lunch Break – Networking (Sponsored by KTEX Nonwovens)**

## SESSION 3 – QUALITY



### Session Moderator

**Samuel Kumar**, *Chief Operating Officer, Global Nonwovens, (India)*



14:45 – 15:10

### SHOULD THE INDUSTRY INVEST IN QUALITY?

- What does it mean when we say "Quality"?
- Where do we stand today in the Indian hygiene industry?
- Way forward for new "Quality Era"

**Kaushal Soparkar**, *CEO and Managing Director, Soparkar & Kothari Technologies (India)*



15:10 – 15:35

### HOW TO SELECT THE BEST SAP FOR YOUR DIAPER

- What is SAP? (Basic information of SAP technical & market)
- India diaper market trend
- How to select best SAP for your diaper
- SAP for sustainable diaper design

**Tatsuya OIDA**, *Super Absorbent Polymers Division, Deputy General Manager, Sumitomo Seika Chemicals (Japan)*



### 15:35 – 16:15 • THE 'RIGHT' HYGIENE AWARDS

The shortlisted nominees will make a 4 minute speech about their achievements  
All delegates are requested to be present in the hall to cast their votes.

Nominations were invited for the following awards, below are the selected nominations:

#### 1. Innovation Award – Bringing in Innovation in the Global Market-2022-2024

- *Fameccanica*
- *Reicofil*

#### 2. Sustainability Award – Driving Sustainability through their Products 2022-2024

- *H.B. Fuller*
- *IMA Teknoweb*

#### 3. Trendsetter Award – Product Quality and Differentiation for the Indian Market -2022-2024

- *Ginni Filaments*
- *Niine*

#### 4. Emerging Brand Award

- *Amrutanjan*
- *Pan Healthcare*

#### 5. Market Leader Award – (There is no voting for this category)

16:15 – 17:00

Tea/Coffee Break – Networking (Sponsored by Bostik)

## SESSION 4 – SUSTAINABILITY



**Session Moderator**

**Ananda Shankar**, *Head - Factory Production Division, BellaPremier Happy HygieneCare, (India)*



### BABY WIPES MARKET OF INDIA – AN OVERVIEW

- Market and product trends,
- India and global comparison
- Future of this industry

17:00 – 17:15

**Bharat Saxena**, *Marketing Director, Artsana India (Chicco)*



### SUSTAINABILITY IN WIPES

- Sustainability, plastic-free and flushability are the key trends in global spunlace market
- Ambitious ESG programs and targets for converters and they want the whole value chain to partake
- Wipes sustainability means different things to different customers – Suominen has a solution for each of these needs
- In addition to current offering, it is important to constantly research new alternatives in cooperation

17:15 – 17:40

**Markku Koivisto**, *EVP, Europe & CTO, Suominen (Finland)*

### CAUSE CHAMPION: SUSTAINABILITY



### ALTERNATIVE SUSTAINABILITY STORY: WIPES MADE FROM POST-CONSUMER RECYCLED PET BOTTLES

- Ecosystem of collection of PCR PET Bottles and manufacture of Recycled Polyester Fibre (RPF).
- Process improvements to manufacture wipes from (RPF)
- Is the solution to reduce plastic waste to ban plastics?
- Reduce ocean-bound plastic waste and improve CO2 emission impact on the environment in the manufacture of wipes.

17:40 – 17:55

**Yash Jaipuria**, *Chief Executive, Ginni Filaments (India)*

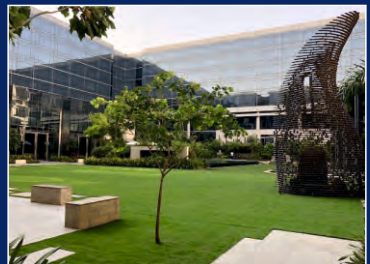
17:55 – 18:10

**GROUP PHOTO (ALL PARTICIPANTS ARE REQUESTED TO BE A PART OF THIS MEMOIR)**

19:00 – 22:00

**COCKTAILS & DINNER –  
NETWORKING (SPONSORED BY  
GLOBAL NONWOVENS)**

Enjoy a relaxed networking evening at the  
courtyard lawns of the Andaz Hotel



# PROGRAMME

## THURSDAY, 21<sup>ST</sup> MARCH 2024

8:30 Registration Open

8:30 Tabletop Exhibition Open

8:30 - 9:30 Tea/Coffee – Networking (Sponsored by Pan Healthcare)

### SESSION 5 – SANITARY PADS (FROM URBAN TO RURAL)



**Session Moderator**

*Luciano Busacchio, Director, Luharmony Services, (Italy)*

#### KEYNOTE SPEECH



#### BRAND COMFY: PIONEERING AFFORDABLE PERIOD CARE IN INDIA

- Amrutanjan Health Care: A 130-year-old purpose driven company
- Indian feminine hygiene market - present and future
- Brand Comfy's purpose
- Brand Comfy's sales & marketing strategy

09:30 – 10:00

*Sambhu Sivalenka, Chairman & Managing Director, Amrutanjan Health Care (India)*



#### TECHNOLOGY SERVING EFFICIENCY

- A brief overview of Indian Market
- Highlighting market challenges
- How CCS can provide a technological edge

10:00 – 10:25

*Marco Tuand, Sales Engineer, Cellulose Converting Solutions, (Italy)*

#### AIRLAID – NONWOVENS OF THE FUTURE

- A sustainable and biodegradable alternative for traditional nonwovens
- Current products for the personal care segment
- Ultra-thin diapers – enabled by Airlaid
- The sustainable products of the future beyond nonwovens

10:25 – 10:50

*Tuukka Vihtakari, CTO, Anpap Airlaid (Finland)*

10:50 – 11:35 Tea/Coffee – Networking (Sponsored by Avgol)



## SESSION 6 - EFFICIENCY



### Session Moderator

**Johan Berlin**, *Managing Director, Investkonsult Sweden AB, (Sweden)*



11:35 – 11:50

### MINDFUL EFFICIENCY: ENHANCING WORKPLACE PRODUCTIVITY THROUGH STILLNESS

- Learn to boost workplace productivity with a live 15-minute session on yogic stillness
- Discover a 10-minute routine combining breath work and meditation, rooted in ancient Indian wisdom
- Enhance focus, breathing, and sleep for a more efficient workday

**Aastha Gupta**, *Founder, Still (India)*



11:50 – 12:05

### ADULT DIAPERS : THE GOOD, THE BAD AND THE UGLY

- Overview of the industry
- Product quality & trends
- Manufacturing challenges
- Go to market strategy
- Opportunities & growth potential

**Sahil Khanna**, *Director, Romsons Group (India)*



12:05 – 12:30

### HOW TO SAVE ENERGY & RAW MATERIAL IN A HYGIENIC PRODUCTION PLANT

- Which are the most energy-consuming processes in a hygienic production plant?
- How to track the energy consumption in real time, and what to do with the data?
- How to design & select machinery that consume less energy?
- How to modify and operate existing processes with less energy?
- How to reduce raw material waste?
- Additional raw-material & energy savings for hygienic producers

**Mark Ritter**, *Technical Sales Manager, OSPREY Corporation (USA)*

12:30 – 14:00

**Lunch Break – Networking (Sponsored by Manjushree Spntek)**



## SESSION 7 – COST REDUCTION



**Session Moderator**

**Lucie Vincendon**, *Marketing and Communication Manager, Mondon SAS, (France)*

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### STANDARDS AND REGULATION ON ABSORBENT HYGIENE PRODUCTS



**14:00 – 14:15**

- Technical committee responsible for standardization of absorbent hygiene products and important standards published
- Regulation on absorbent hygiene products
- Standardization at International Level for menstrual hygiene products
- New Initiative taken by BIS in standards formulation process and digitalization of BIS Standardization activity

**J.K. Gupta**, *Scientist E. & Head (Textiles), Bureau of Indian Standards, New Delhi*

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### ADVANCING MANUFACTURING EXCELLENCE IN DISPOSAL ABSORBENT ARTICLES



**14:15 – 14:40**

- Strategies for achieving manufacturing excellence in the landscape of disposable absorbent articles
- Evolving global consumer trends and shifting behaviour
- Different ways to reduce manufacturing costs without compromising consumer satisfaction

**Bill Pulanco**, *Global Technical Service Manager, H.B. Fuller (USA)*

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### NEW TECHNOLOGY SOLUTIONS FOR HYGIENE INDUSTRY: DECREASE COST & INCREASE EFFICIENCY



**14:40 – 15:05**

- Introduction to our new technologies
- Better product quality by providing innovative capabilities with respect to the use of natural materials
- Minimizing the environmental footprint by optimum usage of raw materials
- Reducing total cost of ownership of personal hygiene production lines

**Rajesh Chauhan**, *Leader-NW South Asia Business, Nordson India (India)*

**15:05 – 15:50**

**Tea/Coffee – Networking (Sponsored by Mondon SAS)**

## SESSION 8 – LOOKING INTO THE FUTURE

### 15:50 – 16:30 • EQUITY INVESTORS PANEL

The Indian hygiene market is evolving and the sector has off late seen many PE / VC led strategic investments across the value chain - in Brand, Converting & Raw materials.

The Equity Investors Panel aims at bringing together a joint perspective by seasoned investors on one side and domestic hygiene industry on the other. The investors can share about the expectations & concerns from their community on investing in this category, while the brands can share on the Journey, Challenges, Efforts and Achievements of a growing brand. Tune in for a candid exchange!

Moderated by



**Vijay Dhanuka**  
*Managing Director*  
Motilal Oswal Alternate  
Investment Advisors



**Tarun Khanna**  
*Partner*  
CX Partners



**Ameya Dangi**  
*CEO*  
Niine



**Anish Parasrampur**  
*Director*  
Parasrampur Engineers



**Samir Gupta,**  
*Managing Director,*  
BCH

*Success Strategies*

*Journey of a Brand*

*Growth Plan*

*Investment Insights*

*Funding Dynamics*

*Mutual Expectations*

*Synergies*

### 16:30 – 17:15 • INDUSTRY PANEL

The industry panel discussion session aims at an interaction between the panelists and the audience wherein key issues, futuristic and visionary attributes of the industry will be brought forward and discussed. A panel constituting of experienced industry leaders of the hygiene industry will share their perspective on Products, Markets, Raw-materials and trends.



**Kamal Johari**  
*Managing Director*  
Nobel Hygiene



**Apurva Ranka**  
*Director*  
Alpha Foam



**Mallyah Marimuthu**  
*Vice President*  
Global Nonwovens



**Matt Carey**  
*Publisher*  
Nonwovens Industry



**Vikram Pandey**  
*Head-Strategic Procurement*  
Unicharm India



**Alok Birla**  
*Managing Director*  
Swara Baby Products



**Nirav Mehta**  
*Partner*  
Dima Products



**Sanjay Kachare**  
*Supply Chain Director*  
Kimberly Clark India



Moderated by  
**Kanav Gupta,**  
*Associate Director,*  
BCH

*Market Trends*

*Opportunities*

*Futuristic Attributes*

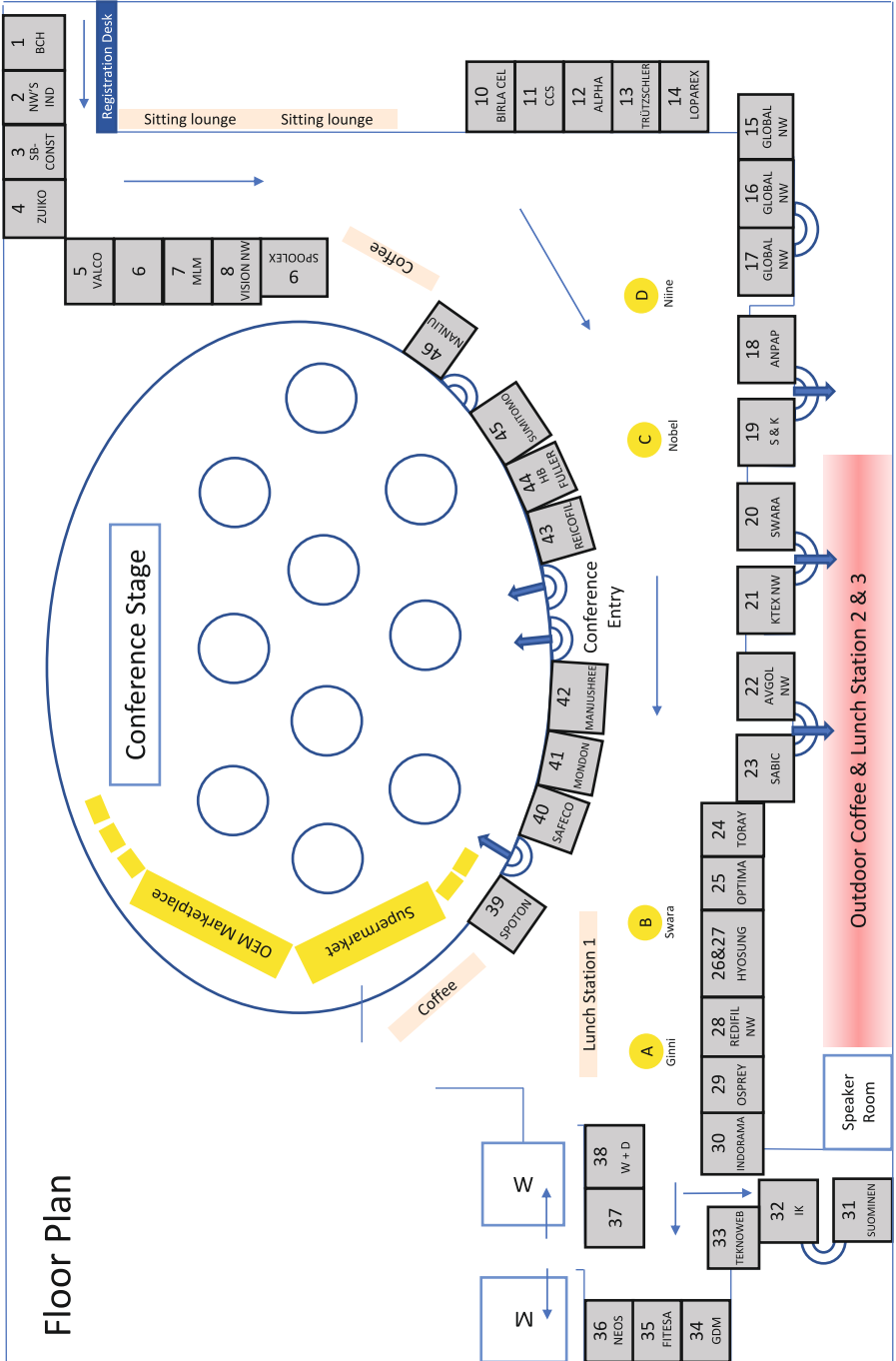
*Branding*

*Industry Issues*

*Sustainability*

*Vision*

# EXHIBITORS FLOOR PLAN



## LIST OF EXHIBITORS

S.No.	Company Name	Booth No.
01	Alpha Foam	12
02	Anpap	18
03	Avgol Nonwovens	22
04	Business Co-ordination House	1
05	Cellulose Converting Solutions	11
06	Fitesa	35
07	GDM SpA	34
08	Global Nonwovens	15, 16, 17
09	Grasim Industries - Birla Cellulose	10
10	H.B. Fuller	44
11	Hyosung TNC Corporation	26, 27
12	IMA Teknoweb	33
13	Indorama India	30
14	Investkonsult Sweden AB	32
15	KTEX Nonwovens	21
16	Loparex India	14
17	Manjushree Spntek	42
18	MLM India	7
19	Mondon SAS	41
20	Nanliu Manufacturing India	46
21	Neos Italia	36
22	Nonwovens Industry	2
23	Optima Nonwovens	25
24	Osprey Corporation	29
25	Redifil Nonwovens	28
26	Reifenhäuser Reicofil	43
27	SABIC	23
28	Safeco Hygiene Films	40
29	SB-Constantia	3
30	Soparkar & Kothari Technologies	19
31	Suominen Corporation	31
32	Spooler	9
33	Spoton Coatings	39
34	Sumitomo Seika Chemicals	45
35	Swara Baby Products	20
36	Toray Industries India	24
37	Trützschler Nonwovens	13
38	Valco Melton	5
39	Vision Nonwovens	8
40	Winkler+Dünnebier	38
41	ZUIKO INDIA	4

“

**“LET'S UNITE TO ENSURE QUALITY HYGIENE  
REACHES EVERY CORNER OF THE WORLD,  
EMPOWERING ALL WITH THE DIGNITY OF  
CLEANLINESS AND HEALTH, TOGETHER,  
FORGING A FUTURE WHERE HYGIENE  
KNOWS NO BARRIERS.”**

## SPEAKERS

**anpap**  
Ahead in airflow.



**OPTIMA**

**still**



## STEP FORWARD & ENGAGE...

With about 400 participants; across Manufacturers, Domestic and MNC Brands, Raw materials and Machinery suppliers, Social sector, Government and other stakeholders from 25+ countries; 175 + Companies; 45 + exhibitors, the Indian hygiene industry has really warmed up well...

### BCH invites you to:

SHARE YOUR  
LATEST INNOVATIONS

NETWORK FOR  
STRATEGIC  
PARTNERSHIPS

EXPLORE THE  
FAST EVOLVING  
MARKETS

FIND YOUR  
NICHE

LEARN,  
COLLABORATE  
AND GROW

### 2024 PROGRAMME AT A GLANCE

Day 1 20 <sup>th</sup> March	Conference + Tabletop Exhibition + Award Ceremony + Ladies Panel + Supermarket Networking evening over cocktails and dinner
Day 2 21 <sup>st</sup> March	Conference + Tabletop Exhibition + Equity Investors Panel + Industry Panel + Supermarket



Keynotes  
Speeches



Table Top  
Exhibition



Right Hygiene  
Awards



Networking  
Cocktails



Ladies  
Panel



OEM Marketplace &  
Supermarket



Cause  
Champions



Equity  
Panel

INDIA IS AN OCEAN FULL OF **OPPORTUNITIES!** THE WATERS, WHILE UNCHARTED AND DEEP, PRESENT A LANDSCAPE OF UNKNOWN YET UNIQUELY **PROMISING** POSSIBILITIES.

BCH **HANDHOLDS** ITS PARTNERS THROUGH THEIR JOURNEY TOWARDS **FAST, SMART, AND LONG-TERM GROWTH.**

COME  
LET'S TALK



## THE BCH DIFFERENCE



**100+**  
Years of Service to  
India's Textile Industry



**15+**  
Years of Domain  
Expertise in Nonwovens  
& Technical Textiles



**200+**  
Clients served  
Worldwide



**50+**  
Events & Training  
Workshops organised



**50K+**  
Global Clientele across  
50+ countries



**50K+**  
Global Network  
Database of 50,000+  
people



**100+**  
Speeches at 100+  
Global Forums



**35K+**  
BCH Newsline Global  
reach to 35,000+  
Readers