Food & Beverages Processing

An exclusive Conversation with Mr. Ved Krishna on “CHUK, “A Vision for Creating an Environmental Movement in India by Shifting the Entire Range of Tableware from Styrofoam/ Single Use Plastic to Compostable Tableware”.

“CHUK produces 100% backyard compostable tableware products made from supercarrage (bagasse) in 5 days. They are tough and resistant within 60-90 days. Owing to supercarrage fibre, the products are lightweight, flexible, microwavable, and strong enough to prevent leakage”.

The Indian Food Industry has been going through a boom and is expected to cross $56 billion in market value by 2020 (per reports). While the food industry is one of the most lucrative industries, the food packaging industry is equally important. As per reports, the food packaging industry is the 15th largest in the world. The Indian food industry and the market for disposable tableware products in India are estimated to be dominated by plastic and styrofoam.

Hence, with the growing food and food packaging industry, there is a huge scope of demand for biodegradable products. As mentioned earlier, we are witnessing demand from food chains who are appreciating our efforts and have also tied up with Indian railways and trolley, trolley, government. We also plan to reach out to other Indian state governments in the near future.

Since our launch in January 2011, 22,750,000 units of CHUK tableware have been sold which means 2.55 million people ate safe since January 2018, and 310 tonnes of plastic was prevented from going to landfills - 307,755 tonnes of bagasse (grog garlic) was dumped instead because of CHUK.

How successful is your R&D department for developing biodegradable materials?

Our R&D department has done extensive research on the food packaging patterns in India and thus, created designs which cater exclusively to the Indian eating habits and requirements. Our products inspired from Lego have been designed as a family of products wherein one fits into another. Moreover, we have worked on a rapid development cycle for products based on 3D printing and quickturning.

Please give us a brief about your company and core business.

CHUK is the subsidiary of Yash Papers (IPE listed company and India’s first manufacturing Biogroup which was established by Mr. K.K. Krishnadas in 1957). The company has grown, since the largest manufacturer of wrapping grades in India, with a present installed capacity of 950 MT per annum.

Introduction led to the clarity that we had to work towards finding and providing earth friendly packaging solutions and thus CHUK was born.

Hence, we wanted to bring into specialized products and solutions which would change the way we look at changing the generations in the years to come. CHUK produces in innovative range of compostable tableware products that meets various restaurant chains like Zanyans, Bynderland-Paradise Biryani Group, and food delivery company Foodpanda so that it is a safe and unique CHUK’s safe and safe partner for our restaurants. The Bee Foods, Bhalors, Chin Food, Rainforest, and the Dubai Airport have also tied-up with CHUK. We have also tied-up with Indian railways as a part of the Go Green drive and with the Uttar Pradesh government to make all trains and Chaur are CHUK products.

We have invested INR 45 crore to up the plant for CHUK, which has a production capacity of 1 million pieces a day.

What are your predictions for the growth of the food industry over the next few years and how do you see the demand for your products?

The Indian Food and Beverage industry is one of the most vibrant.

What are your firm’s current achievement and future plans?

So far, the biggest breakthrough has been in the tie-ups with Indian railways. It has driven us closer to our goal of supplying at our one-stop with leading e-commerce platforms and retailers in the future.

Are you happy with your R&D achievements?

Another big achievement for CHUK was to win the prestigious Red Dot award. Designers and manufacturers from 172 countries competed for the 6000 awards at the competition. A jury comprising of roughly around 4000 experts has been individually assessing all aspects of design, including the level of innovation, functionality, form quality, ergonomics and durability. We won the award for the innovative design in tableware products. CHUK’s products are likely to be showcased at a Special Exhibition on the Red Dot Design Museum in Germany.

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