



CASE STUDY

# Scouting Unique Technologies across Five Areas of Interest in India





## OBJECTIVE AND SCOPE

The client, a leading FMCG firm, planned to accelerate innovation in India through collaborations with academia, start-ups, and small and SMEs, particularly in the areas of interest related to sustainability, digitalization, and ingredients. They sought Benori to:

- Identify technologies that possess distinctive and valuable strengths in India in the past two years
- Analyzing market dynamics, technologies, products, collaborations, and partnerships
- Scoping the current landscape for further development in specific fields





## APPROACH



We conducted secondary research, covering patents, scientific literature, clinical trials, products (with or without scientific evidence), and news sources to identify relevant technologies. The findings were further examined to derive insights of their claims, potential applications, research popularity, technology readiness level (TRL), and partnerships.



## METHODOLOGY



**Secondary  
Research**



**Primary  
Research**



**Data  
Modelling**





## IMPACT

The research helped the client in:

- Identify key companies, academic projects, and SMEs fit for potential collaboration based on the client's area of interest through their technological offerings
- Identify the company TRL by classifying them as conceptual stage, development stage, or the commercial stage projects



# SAMPLE OUTPUT

## Summary of Technologies

| Area of Interest |   | Technology Readiness Level          |                                       |  |
|------------------|---|-------------------------------------|---------------------------------------|--|
|                  |   | Research or conceptual stage<br>1-3 | Prototype or development stage<br>4-6 | Deployment and commercial stage<br>7-9 |
| Research Volume  | Technologies                            |                                     |                                       |  |
|                  | Waste/residue based packaging           | Academia                            | Academia                              | Startup/SME                            |
|                  | Water Management Device                 | Academia                            | Academia                              | Startup/SME                            |
|                  | Sustainable alternative to raw material | Academia                            | Academia                              | Startup/SME                            |
|                  | Microbe based packaging                 | Academia                            |                                       |  |
|                  | Reusable Products                       |                                     | Academia                              | Startup/SME                            |
|                  | Waste Utilization as Renewable Sources  | Academia                            |                                       |  |
|                  | Devices/Products Based on Refilling     |                                     | Academia                              | Startup/SME                            |
|                  | Paper-based packaging                   |                                     |                                       | Startup/SME                            |

**Note: The placement of the academia or companies are in any order**

2023 © Benori Knowledge. All Rights Reserved. 2

## Technologies in-depth Analysis

| Relevant Technologies- Sustainability |                     |                               |   |   |                        |                            |                       |        |                      | Back to Table of Contents         |              |
|---------------------------------------|---------------------|-------------------------------|---|---|------------------------|----------------------------|-----------------------|--------|----------------------|-----------------------------------|--------------|
| S.No                                  | Company/Affiliation | Technology Group              | Product/Technology  | Technology Summary  | Collaboration/Partners | Technology Readiness Level | Application           | Source | Organization Tagging | Inventors (Identified in Patents) | Contact Mail |
| 1                                     |                     | Paper Based Packaging         | Eco-friendly (Plastic free)   | Superprime has announced eco-friendly packaging with zero plastic packaging from cover.   |                        | 7-9                        | Fruit packaging       |        | Yes                  |                                   |              |
| 2                                     |                     | Microbe Based Packaging       | PHB based degradable plastic  | Polyhydroxy butyrate (PHB)-Based Biodegradable Polymer from <i>Artemans indicus</i> which. <i>Fabaceae</i> Production, Characterization, Characterization and Process Optimization for Enhanced Production of Polyhydroxy butyrate (PHB)-Based Biodegradable Polymer from <i>Artemans indicus</i> . |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 3                                     |                     |                               | PHB based degradable plastic  | Eco-friendly PHB-based biodegradable plastic  |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 4                                     |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 5                                     |                     | Waste/Residue based packaging | 100% compostable deli/curry containers  | Yash Pakka has come up with an initiative called Chuk, which makes a 100% compostable food packaging container. They are producing of nanocellulose from corn husk for the development of antimicrobial biodegradable packaging film.   |                        | 7-9                        | Food packaging        |        | Yes                  |                                   |              |
| 6                                     |                     |                               | Antimicrobial biodegradable   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 7                                     |                     |                               | Sustainable materials to replace plastics   | ZeroPack Labs is actively working on developing sustainable materials to replace plastics. ZeroPack collars and uncovers.   |                        | 7-9                        | Sustainable packaging |        | Yes                  |                                   |              |
| 8                                     |                     |                               | Cellulose wrapper for shelf-life extension of food packaging  | Valorization of fruit peel bioactive into green synthesized silver nanoparticles to modify cellulose wrapper for shelf-life extension.  |                        | 1-3                        | Bread Packaging       |        | Yes                  |                                   |              |
| 9                                     |                     |                               | Food packaging material with use of A novel bio-degradable cellulose based and Organic gelatin-coated | Biodegradable wrapping paper from paddy straw from agricultural waste converted with nano.  |                        | 1-3                        | Food packaging        |        | Yes                  |                                   |              |
| 10                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 11                                    |                     |                               |   |   |                        | 4-6                        | Packaging             |        | Yes                  |                                   |              |
| 12                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 13                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 14                                    |                     |                               |   |   |                        | 1-3                        | Bread Packaging       |        | Yes                  |                                   |              |
| 15                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 16                                    |                     |                               |   |   |                        | 1-3                        | Packaging             |        | Yes                  |                                   |              |
| 17                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 18                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 19                                    |                     |                               |   |   |                        | 1-3                        | Food packaging        |        | Yes                  |                                   |              |
| 20                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 21                                    |                     |                               |   |   |                        | 4-6                        | Beverage containers   |        | Yes                  |                                   |              |
| 22                                    |                     |                               |   |   |                        | 7-9                        | Food packaging        |        | Yes                  |                                   |              |
| 23                                    |                     |                               |   |   |                        | 4-6                        |                       |        | Yes                  |                                   |              |
| 24                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 25                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 26                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |
| 27                                    |                     |                               |   |   |                        | 4-6                        | Packaging             |        | Yes                  |                                   |              |
| 28                                    |                     |                               |   |   |                        | 1-3                        |                       |        | Yes                  |                                   |              |




**BENORI**



**Follow us for  
more insights!**



 [info@benoriknowledge.com](mailto:info@benoriknowledge.com)

 [benori.com](http://benori.com)