



Packing in customer satisfaction with elan

Sunny Gupta - Director
Paramount Universal Pvt Ltd
Sonipat, Haryana

A successful businessman needs to be productive every time.



Sunny the leader with his team



Team in serious conversation about the range of products

ailing from the affluent business family of Paramount Group of Companies in Sonipat, Haryana, Sunny Gupta is a third generation entrepreneur, who always wanted to be a successful businessman, right from his childhood days.

His grandfather, Lala Het Ram Gupta, owned mustard oil and dal mills since 1964 . He had five sons, each one of them heading the various businesses. The family entered into polymer industry in 1997. They emerged as pioneers of LDPE foam, crosslinked insulation foam etc and achieved tremendous growth over a period of time. Sunny's father, Satya Narayan Gupta and Uncle Shri Bhagwan Gupta have been his mentors.

The venture established in 2016, saw years of toil and focused hard work. Today one finds Paramount Universal Pvt. Ltd. to have grabbed the prime place of being India's leading manufacturer of aluminum foil, foil containers, tissue paper, food wrapping paper rolls, garbage bags, toilet paper rolls, kitchen tissue, wet wipes and other hygiene and cleaning products etc.

Having done his schooling from Sonipat, Sunny followed up with Industrial Engineering from Pune and then Masters from the University of Massachusetts, Boston, in Plastic Engineering. Being inclined towards business since childhood, he often accompanied his father to the factory and was completely involved, thoroughly enjoying watching and understanding various manufacturing processes. He officially joined his father's polymer company in the year 2010.

In the first five years, he worked as technical director, updated and imported several machines and streamlined processes. He learned the various other aspects of business too. One thing that he firmly believes in is that, "A successful businessman needs to be productive every time." No wonder when we check out his track record, we find him reinventing his businesses each time.

So when Sunny wanted to start a new venture in 2016, he established Paramount Universal Pvt Ltd after extensive research of the market needs. He set up two manufacturing units in Sonipat, spread over a sprawling area of 4000 sq yards housed in a three-storey structure, while the existing unit was already spread over an area of 86,000 sq ft. Initially starting with aluminum foil containers, he kept on adding other products.

By and by he was able to develop more than 400 Stock Keeping Units (SKUs). The initial problems that he faced included understanding the consumer needs and his limited exposure to new field.





Sunny with Satya Narayan Gupta

It was while he negotiated the learning curve that he learnt that, as he puts it, "A successful business can only be made by improvising long term goals and a wider vision." It was this realization that drove Sunny to start working on brand building and aggressive marketing strategies, instead of just manufacturing.

Working on the established USP of keeping to quality control and producing products that were value for money, he soon discovered that he was up against a very competitive market and hence would have to absolutely stay focused on brand building. The need of the hour was consistent delivery, something that counted the most.

Moving forward with a determined approach, experience taught him to stay calm at all times. Says he, "Even if things are not working as per your plan, make sure to change method and not goals." It was this cool and collected demeanor that saw the company growing rapidly each year. But then it was Sunny's legacy of strong ethical values and belief that stood him in good stead in tricky situations and circumstances that emerged suddenly due to sudden developments. In no time he found he was heading four major brands, Paramount, Claret, Primaxx and Kosmos. Hard work, smart thinking and dedication, saw the company, Paramount Universal Pvt Ltd, growing by a handsome margin every year.

What paid off in the long run was the fact that the company provided one stop solutions to all hygiene and food packaging products. With the motto to fulfill all parameters of the three most vital offerings of the brand, Quality, Quantity and Service, he ensured pan India reach and timely delivery. The latter were the most vital aspects, that once taken care of, made the product grab eyeballs in the market. Functioning on strictly 0% credit policy, the company currently boasts of more than 400 channel partners.

In the pipeline are bio degradable garbage bags, hygiene care products such as liquid soaps & shampoo, that Sunny is confident will help score big time in the market. In fact, the vision for the brand is to look forward to establishing two more units with more products and further automation and upgradations. The company is clearly not stopping at innovating and creating, so keen it is to ride high on customer satisfaction.

“A successful business can only be made by improvising long term goals and a wider vision.”



Believing that it is the team that too needs to grow and evolve, Sunny spends endless hours in exercises that lead to empowering his team and generating as well as implementing new ideas. The General Manager- Sales is Shakti Jeet Ralhan, who completely understands the company and has been there since the very beginning. He has grown into an asset over the years and the satisfaction quotient is mutual between him and Sunny in the work area.

Sunny's wife Nisha Gupta is an NIFT graduate. Creative and enterprising that she is, she runs her own boutique called Aurum. Nisha thoroughly enjoys her work. Their son, Saurish Gupta is 9 years old and is in standard V. As a father Sunny greatly believes in holistic all round development, hence gives much importance to gaining knowledge and not just scores. So it is co-curricular activities that Saurish is encouraged to engage in. The family loves to visit beachside destinations and makes

it a point to take short vacations off and on to rejuvenate and returns back to work with renewed energy. Sunny loves and indulges in the sport of cycling with his family.

When Sunny declares, "At Paramount, the customer satisfaction is paramount," those who know him well, vouch for the fact that he truly goes by this thought, operating in a way that assures achievement in reaching this goal.



Production facilities of Paramount Universal

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