



Mr. Amrut P Shah, CMD of Sundaram Multi Pap Ltd. brings with him 25 years' experience in the business of paper stationery manufacturing. He started his career at a tender age of 20 years in the note book manufacturing and marketing that provided him the opportunity to understand complete intricacies of this business like sourcing raw materials, complete manufacturing processes like printing, ruling, cutting, folding, pinning, pasting and packing and selling to various retail outlets in and around the vicinity. He launched himself as an independent manufacturer in the year 1985 with his brother Shri Shantilal P. Shah and in the very second year of operation achieved three important milestones viz. pioneered the concept of long books, drawing book with laminated cover and the soft cover laminated note books. He also has in-depth knowledge of the paper industry that helps his business greatly, paper being the principal raw material. He has developed an uncanny relationship with the paper manufacturers over last 25 years which has ensured consistent supplies of the required paper for manufacturing stationery. His all encompassing knowledge of paper stationery manufacturing business and his successful track record have made him the most respectable figure in the Industry.

### **NATURE OF THE BUSINESS**

The Company designs, manufactures and markets paper stationery products - exercise note books, long books, note pads, scrap books, drawing books, graph books - for students of all ages, as well as office/corporate stationery products, printing, writing & packaging paper and eco friendly copier paper.

### **New Businesses**

The Company has recently established and incorporated a wholly owned subsidiary in the name and style of 'Sundaram Edusys Pvt. Ltd.', for the purpose of producing and marketing - Maharashtra SSC Board's 8th, 9th & 10th Std. syllabus course - as a virtual class, an innovative concept in the field of imparting education to thousands of students of these three standards. The uniqueness of this product is the content of each subject with a real and animated teacher in a virtual classroom teaching each subject chapter by chapter with a window for interactive session for students raising queries and questions for further explanation/clarification/understanding. The entire package of all the subjects will be offered in the form of most versatile software which could be loaded on to a PC, laptop or even given in a device like Set-top box which could be easily plugged into television at home.

### **Recognition/Awards:**

Mr. Amrut. P. Shah is, inter alia, associated with the following bodies:

<b>the Associations</b>	<b>Position</b>	<b>Name of</b>
1. Maharashtra Book Manufacturing Association	Secretary	
2. Mumbai Notebook Manufacturing Association	Secretary	

<b>Sr No.</b>	<b>Award / Rocgnition</b>	<b>Issuing Authority</b>	<b>Year</b>
1	Certificate of Merit	CAPEXIL	1997-1998
2	Certificate of Merit	CAPEXIL	1999-2000
3	Certificate of Export recognition	Ministry of Industries, Trade & Commerce, Government of Maharashtra	1999-2000
4	Special Export Award	CAPEXIL	2000-2001
5	Award for Best Export Performance Category Konkan Region Award	Ministry of Industries, Trade & Commerce, Government of Maharashtra	2000-2001
6	Special Export Award	CAPEXIL	2001-2002
7	Special Export Award	CAPEXIL	2002-2003
8	Special Export Award	CAPEXIL	2003-2004
9	Special Export Award	CAPEXIL	2004-2005
10	Award for Best Export Performance Category Konkan Region Award	Ministry of Industries, Trade & Commerce, Government of Maharashtra	2006-2007

11	Special Export Award	CAPEXIL	2009-2010
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