



PACK A PUNCH

She is: Amila Singhvi, 55, the woman behind International Print O Pack (IPP), the largest integrated (pre-press, printing and packaging) plant in the country. A qualified lawyer, Amila decided to diversify and set up IPP because her father asked her to explore the business as an option. “My husband and I saw potential in the technology, we invested in it and I took over the management.”

Challenges ahead: According to Amila, the biggest challenge was investing a huge amount in the machinery and not being sure about the returns. “Once we started, work literally poured in.” Amila who was a novice at management says she learnt everything on the job. “I made mistakes because there were no benchmarks or set systems to follow, yet I survived.”

Her vision: “I want IPP to acquire printing and packaging units abroad and become the most corporatised printing packaging company.

Her motto: To strive for perfection, but with patience and humanity.

Get-ahead-traits: “I can multitask with great efficiency and no task daunts me. I love to take on anything head on and that has helped me build my team. I have high energy levels too.” **F**

—SEEMA CHOWDHRY SHARMA