

DRISHTI OFFSET

ONE STOP SHOP FOR HIGH QUALITY PRINTING NEEDS

In pharmaceutical packaging, where a single misprint can carry implications far beyond aesthetics, agility must never come at the cost of accuracy. For many pharmaceutical organizations, choosing between a partner who delivers on time and one who satisfies the industry's rigorous compliance and quality standards remains a constant trade-off. On the other hand, the printing and packaging providers need to navigate the complexity of batch-size variability, customization demands, and growing sustainability expectations. Mastering the balance of accuracy, customization, and sustainability in pharma packaging has become the core strength of Drishti Offset & Packaging Pvt Ltd.

Drishti Offset is a printing and packaging solutions provider that combines agility with compliance. Operating under the larger Drishti Group umbrella that operates in wide range of industries ranging from printing and packaging, real estate, cinemas, hotels and mining, the company brings end-to-end in-house capabilities across mono cartons, labels, flexible pouches, and marketing materials, ensuring quick turnarounds without cutting corners. Every output is a result of coordinated systems with compliance embedded into every layer of the operations. "My father Ashok Gupta and uncle Anil Gupta started the company in 1993 with quality, honesty and commitment as the company's motto", says Sandarbh Gupta, Director, Drishti Offset. "This is the base for everything that we do in this company and the entire group", Sandarbh adds.

Packaging as Sales, and as Safeguard

At Drishti Offset, the role of packaging is treated with dual seriousness. First, it is seen as the 'last salesman' on a shelf, conveying brand values when the product itself cannot speak. Second, it functions as a security layer against tampering, counterfeiting, and shelf degradation. To deliver these, the design process at the company begins in collaboration with the client. It educates brand teams on functional design enhancements while offering technical options such as invisible inks, QR codes, holograms, and tamper-evident features, ensuring these protective elements integrate with the client's visual identity.

Through vertical integration and robust in-house infrastructure, ranging from Heidelberg and Komori printing



lines to automated die punching and pasting, Drishti Offset manages to accelerate production timelines while retaining documentation integrity and product validation. The company operates with defined SOPs at each operational checkpoint. From raw material procurement to dispatch, all stages are documented, barcoded, and audited. Random sampling and dual-operator quality checks ensure that risk is mitigated before scale-up. At every station, printed checklists of historically observed errors serve as live references, turning past mistakes into institutional knowledge. Furthermore, the company's setup supports both high-volume and short-run production, making it adept at handling everything from 20 lakh-piece batches to 20-piece samples for product trials.

For all the emphasis on machines and compliance, Sandarbh repeatedly returns to his team as the cornerstone

of reliability. Many employees have been with Drishti Offset for over 25 years. Staff are not just operators, they are guardians of process discipline. They are trained to understand the 'why' behind every packaging requirement, which gives them clarity in their work. This human capital investment is one of the reasons the company maintains near-zero defect rates, even at scale.



WITH OVER THREE DECADES OF EXPERIENCE, THE COMPANY HAS GROWN FROM A MODEST SINGLE-COLOR PRESS INTO A FULL-FLEDGED PRINTING AND PACKAGING SOLUTIONS PROVIDER

Redefining Customization & Sustainability

As product lines proliferate and drug formats diversify, pharmaceutical brands increasingly demand packaging solutions that are flexible in both scale and form. The company's broad range of offerings enables it to serve a wide spectrum of client needs under one roof, significantly reducing coordination friction for brand teams managing diverse SKUs. Furthermore, Drishti Offset emphasizes genuine reductions in waste and energy consumption rather than greenwashed claims of 100 percent recyclability, which remain impractical at industrial scale. By investing in direct CTP-to-press integration, the company effectively eliminates make-ready wastage.

By replacing ACs with industrial coolers in non-critical zones, it minimizes power consumption, digitizes documentation to cut down on paper, and consistently invests in tree plantation around its facilities. Experimentation is also ongoing in alternative coatings to reduce dependence on lamination. The company is actively testing barrier-based varnishes and surface treatments that aim to retain functionality while easing environmental load.

Expanding Horizons

With over three decades of experience, the company has grown from a modest single-color press into a full-fledged printing and packaging solutions provider. With a legacy of excellence and scale, Drishti Offset serves a broad spectrum of industries, including pharmaceuticals, FMCG, IT, telecom, real estate, and public sector enterprises, with end-to-end print and packaging solutions. Beyond basic printing, the company delivers high-volume, high-precision outputs across mono cartons, flexible pouches, labels, brochures, and a wide range of promotional and corporate print collateral. From pharma-grade mono cartons to high-impact flexible packaging, Drishti Offset delivers precision, compliance, and innovation, trusted by industry leaders across sectors.

Drishti Offset currently serves a diverse clientele across India, including reputed pharmaceutical hubs and special economic zones, backed by GMP-aligned protocols and streamlined pan-India logistics. The company has built a reputation for precision, speed, and unwavering compliance. It has taken its first confident step onto the global stage, with export orders for Nepal and actively plans to expand into multiple international markets within the year.



Over the next five years, Sandarbh envisions Drishti Offset emerging as a globally trusted packaging partner-delivering world-class quality from its strategic base in Bhopal, while preserving the agility, values, and precision across the border. With rising demand for customized, compliant, and visually appealing packaging, the company is scaling efficiently and is fully equipped to deliver high volumes and complex designs without compromising quality. **P0**



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As One Of The

TOP 10

**PHARMA PRINTING &
PACKAGING SERVICES**

2025

*In appreciation of its exceptional diligence and inimitable
approach to fulfill the end-to-end requirements of the customers.*

Sudhakar Singh

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Managing Editor
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