

## Cosmo Films bags prestigious SAP HANA Visionary Award



New Delhi, 23 March 2018: Cosmo Films Limited has recently bagged the prestigious SAP HANA Visionary Award for the year 2018 for embracing the leading cloud technology and harnessing and unlocking its true potential. Cosmo Films is a leading global brand, offering value added BOPP and CPP films for packaging, labelling, lamination and industrial applications.

The company focuses on customer centricity, employee engagement and increasing specialty sales to bolster their growth through adoption of futuristic technologies. Cosmo has decided to adopt cloud only strategy for the growth and innovation roadmap. Cloud computing plays like a catalyst in the company's IT strategy. The leading packaging firm is steadily moving from automation to prediction and from digitization to innovation. Adopting the SAP HANA Enterprise Cloud is a step ahead in this direction.

Expressing delight over the latest achievement of the company, Mr. Jagdip Kumar, Chief Information Officer at Cosmo Films noted, *"Adopting futuristic technologies like - SAP HANA Enterprise Cloud for mission critical applications and advance data processing, SAP Success Factors (HCM) for empowering and improving employee experience, Salesforce (CRM) for enhancing our customer journey has made us more agile as all the applications can be accessed anywhere, anytime via mobile devices. This is helping Cosmo achieve operational excellence and standout as market leader"*.

Cosmo's steps towards embracing such technologies like machine learning, predictive analytics, artificial intelligence, and Internet of Things (IOT) needs the most reliable cloud computing landscape. With this vision and roadmap in place, Cosmo Films has been honoured with "Visionary- Mid Market" by Mr. DebDeep Sengupta, President and MD, SAP India and Subcontinent.

### About Cosmo Films Limited

Established in 1981, Cosmo Films Limited today is a global leader in speciality films for packaging, lamination and labeling applications. Its films offerings include biaxially oriented polypropylene (BOPP) films, cast polypropylene (CPP) films and soon to be offered biaxially oriented polyethylene terephthalate (BOPET) films. Today, the company is the largest exporter of BOPP films from India and is also the largest producer of thermal laminating films in the world with plant cum distribution centres in the U.S, Korea & Japan and global channel partners in more than seventy countries.