

# Cosmo Films rebrands to Cosmo First

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BE Staff • ETBrandEquity • July 11, 2022, 14:30 IST



Representative image (Source: iStock)

Cosmo Films, a global brand in films for packaging, labelling, lamination and synthetic paper has announced its new brand identity, 'Cosmo First-Ahead always!'

The strategic decision comes considering the company's business activities have expanded beyond films into specialty chemicals (master-

batches, coatings, and textile chemicals) and D2C pet care.

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Cosmo First stands for four-decade young Indian business conglomerate that thrives on innovation to unlock value in diverse sunrise sectors such as polymer, speciality chemicals and D2C pet care.

Ashok Jaipuria, chairman and managing director, Cosmo First said, "Cosmo at its core has always been pioneering revolutionary innovations to create a better life. All through our journey, we have prided ourselves in our ability to provide industry-first niche solutions in the areas of packaging, lamination, industrial and labelling applications. We have made inspiring diversifications into speciality chemicals, consumer care, and D2C retail, aiming to be a pioneer in these previously fragmented industries."

"We would like to be the first choice for all our stakeholders and will strive hard to always stay ahead of the curve to provide industry first solutions," he added.