

**Presentation's Essence :**

"Consumerism is in and Consumers are the king. In last few years the landscape of consumer mind space and need has transformed dramatically. With the change in life style, available resources and globalization, consumers are seeking for a different and exclusive experience from Packaging. To make the matter even more dynamic, the retail scenario has transformed significantly too. With emergence of modern retail format, winning at FMOT (first moment of truth) has become a must. Signs of these changes can be seen in all forms and formats of packaging, which includes, FMCG, foods and pharmaceutical. The paper captures the essence of the change and how packaging design and concepts have shaped up in the recent past...."

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