



EPACK DURABLE LIMITED

(Formerly Known as EPACK Durable Private Limited)

Regd. Off.: 61-B, Udyog Vihar, Surajpur, Kasna Road, Greater Noida, Gautam Buddha Nagar U.P. 201306

Corporate Off.: TR-901, AltF 142 Noida, 9th Floor, Plot Number 21 and 21A, Sector 142, Noida-201304, U.P.

CIN: L74999UP2019PLC116048,

Ph. No.: 0120-4522467, Email ID: info_ed@epack.in, Website: www.epackdurable.com

To
Listing Department
BSE Limited ("BSE")
Department of Corporate Services
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001
Scrip Code: 544095
ISIN: INE0G5901015

To
Listing Department
National Stock Exchange of India Limited ("NSE")
Exchange Plaza, C-1, Block G
Bandra Kurla Complex
Bandra (E), Mumbai – 400 051
Symbol: EPACK
ISIN: INE0G5901015

Subject: Submission of copies of newspaper publication titled 'Notice of the 5th Annual General Meeting and e-voting information'

Dear Sir/Ma'am,

Pursuant to Regulation 47(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copies of Newspaper advertisements, titled 'Notice of the 5th Annual General Meeting and e-voting information'.

A copy of same shall also be posted on the website of the Company.

We request you to kindly take this on your record and oblige.

Thanking you

For **EPACK Durable Limited**

Esha Gupta
Company Secretary and Compliance Officer

Date: August 12, 2024

Place: Noida

Encl.: As above

● BUSINESS IS DULL AT BOTH KFC & PIZZA HUT

The sheen's off Sapphire

GEETIKA SRIVASTAVA
New Delhi, August 11

THE PAST YEAR has been slow going for Quick Service Restaurants. Business at Sapphire Foods, which runs the KFC and Pizza Hut chains, too has been sluggish as reflected in weak same-store-sales (SSS). For the KFC business, the SSS came in at a negative 6% in the June quarter, falling for the third consecutive quarter. For the Pizza Hut business, it was a minus 7%, a fall for the fifth straight quarter.

Even adjusting for a change in the Navratra period this year, the growth was virtually flat. Also, the ADS (average daily sales per store) for KFC fell 12% while for Pizza Hut it was down by about 8%. While the sequential trends were better—a good 17% increase for Pizza Hut—, a recovery is some time away.

As Naveen Trivedi, analyst at Motilal Oswal, observed, the quick-service restaurant (QSR) industry continues to experience weakness in unit economics. “Dine-in is under more pressure than delivery,” Trivedi said. This trend was noticeable at KFC with the management also operating delivery channels for more hours each day.

Sanjay Purohit, CEO and MD, acknowledged to analysts that sales trends have been somewhat subdued over the last 6-7 months owing to weak demand and competitive pressures. The company is treading cautiously on the pizza business with just one Pizza Hut store having been added in the six months to June. Some of the impact on spending power, according to Puneet Mansukhani, Partner—Digital Advisory and Retail sector head, KPMG India, can be traced to global economic conditions.

Demand may be muted but a changing ecosystem is also hurting sales at these eateries. With food aggregators having built such enormous reach consumers today have many more options in terms of ordering in. This allows them to order even from smaller restaurants which might not have been possible earlier. As Kunal Vora at BNP Paribas points out, restaurants active with Zomato have increased to 51 times the number of total branded QSR stores in FY24 vs 22 times in FY19.

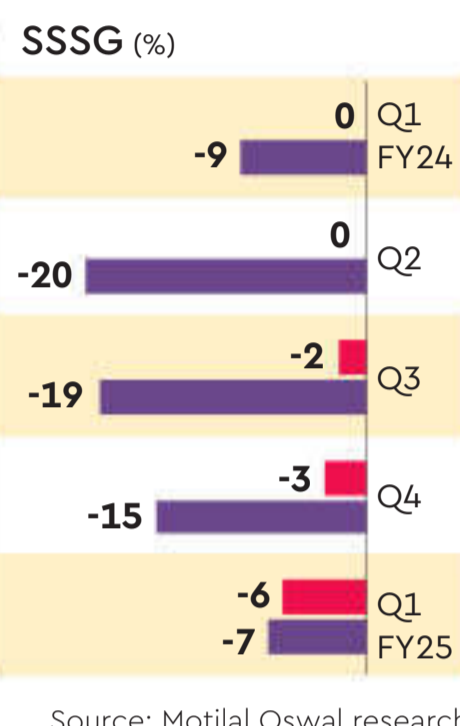
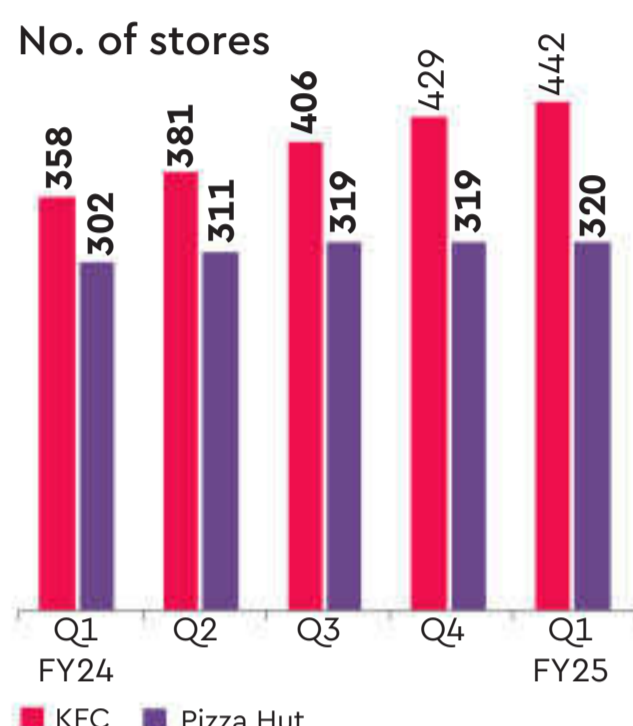
Anand Ramanathan, Partner, Consumer Products and Retail Sector Leader, Deloitte India, observes that the



THE BIG PICTURE

A NEW ECOSYSTEM IN WHICH FOOD AGGREGATORS HAVE BUILT ENORMOUS REACH IS GIVING CONSUMERS MANY MORE OPTIONS TO ORDER IN

SLUGGISH SALES



rapid expansion of food delivery platforms has broadened the customer base, particularly benefitting smaller eateries. “A leading food delivery app has grown its restaurant partners 4x from 61,000 in 2019 to over 2.5 lakh in 2024. Customers have the convenience of variety,” he points out, adding that this has led to sales becoming fragmented and in turn dampening business at QSRs.

There is also, as KPMG’s Mansukhani, points out, the fact that peo-

ple are becoming more conscious of what they eat. “Eating habits are changing and if there is a healthier option many will take it,” he says. He added that in India regional preferences are a factor and players need to cater for those tastes as also for an increasing number of vegetarians. The high share of the vegetarian menu helped Pizza Hut during the Navratra period.

Again, the rapid growth in the homegrown startups which are focused on cuisine expertise, pre-

mium packaging and competitive prices has driven up the competition. That is cutting into the margins and affecting the performance of large players. Ramanathan points out that, for example, a burger or pizza from an Indian start-up costs 30-40% less than one from established international chains, while offering a similar culinary experience. “The top players are often unable to give customers the kind of good deals that a single-store restau-

rant can”, Mansukhani observed.

He believes that while there is purchasing power, there are customers who cannot afford eating out too often. “It’s possible they may simply order in on some days because it’s less expensive,” he says. The situation, he feels, is such that many customers prefer to look at deals than just the brand and suggests pricing could be correlated to the per capita income of the region. “This practice is not uncommon in the US and UK and could help pull in more customers,” he said.

Ramanathan believes that focusing on value offerings and combos could drive demand. Sapphire is addressing some critical price points including those at ₹99 and ₹149 through specific meals and offerings. KFC launched new burger products and special lunch menus at ₹149, ₹199 and ₹249.

The company is also toying with the idea of offering coffee and early experiments have begun. “We’re trying not to let the macro trends overwhelm us,” Purohit observed.

Sapphire is refurbishing many of its outlets to make them attractive to customers. Analysts point out, the company continues to spend good amounts on marketing and advertising, analysts point out, even if it is at the cost of margins. For instance, it has upped the marketing effort and launched product innovations backed by strong media campaigns. It will continue to open more KFC outlets and is on track to double the store count by December on the base of December, 2021.

Deloitte’s Ramanathan feels players would need to optimise their delivery strategy to leverage the growth of food delivery platforms while maintaining profitability.

“This would entail finding the right balance between using third-party delivery services and developing their own in-house delivery capabilities,” he observed. Even as its operating margins remain under pressure, Sapphire needs to sustain investments because as the management points out, the current daily sales per store are not enough sufficient to deliver double digit SSS growth. That’s something it must strive for.

By order of the Board of Directors
For EPACK Durable Limited
Sd/-
Esha Gupta
Company Secretary and Compliance Officer

EPACK Durable Limited
(Formerly Known as EPACK Durable Private Limited)
Regd. Off.: 61-B, Udyog Vihar, Surajpur, Kasna Road, Greater Noida, Gautam Buddha Nagar U.P. 201306
Corporate Off.: TR-901, AIF 142 Noida, 9th Floor, Plot Number 21 and 21A, Sector 142, Noida-201304, U.P.
Ph. No.: 0120-4522467, Email ID: info_ed@epack.in, Website: www.epackdurable.com, CIN: L74999UP2019PLC116048

NOTICE OF THE 05TH ANNUAL GENERAL MEETING AND E-VOTING INFORMATION

NOTICE is hereby given that the 5th Annual General Meeting (“AGM”) of EPACK Durable Limited (“the Company”) will be held on Friday, September 06, 2024 at 11:00 A.M. Indian Standard Time (IST), through Video Conferencing (“VC”) / Other Audio Visual Means (“OAVM”) to transact the business as set out in the Notice of the AGM. In compliance with all the applicable provisions of the Companies Act, 2013 (“The Act”) and the rules made thereunder, read with Ministry of Corporate Affairs (“MCA”) General Circular Nos. 14/2020 dated April 8, 2020 and 17/2020 dated April 13, 2020, followed by General Circular Nos. 20/2020 dated May 5, 2020 and subsequent circulars issued in this regard, the latest being 09/2023 dated September 25, 2023 and other applicable circulars issued by the MCA (collectively referred to as “MCA Circulars”) and Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, (“SEBI LODR Regulations”) the AGM of the Company will be held through VC/OAVM Facility, without the physical presence of the Members of the Company at a common venue.

In accordance with the aforesaid MCA Circulars and SEBI Circular Nos. SEBI/HO/CFD/CMD1/CIR/P/2020/79 dated May 12, 2020 and subsequent circulars issued in this regard, the latest being Circular No. SEBI/HO/CFD/CFD-POD-2/P/CIR/2023/167 dated October 07, 2023 and the provisions of SEBI LODR Regulations, the Annual Report for the Financial Year 2023-24 (“Annual Report”) along with the Notice of AGM will be sent only through electronic mode to those Members of the Company whose email addresses are registered with the Company/Depository Participant(s). The Annual Report along with the Notice of AGM will also be made available on the Company’s website at www.epackdurable.com, websites of the Stock Exchanges, i.e., BSE Limited and National Stock Exchange of India Limited at www.bseindia.com and www.nseindia.com, respectively, and also on the website of KFin Technologies Limited (“KFinTech”) at https://evoting.kfintech.com/. Members can attend and participate in the AGM through VC/OAVM facility only and their attendance shall be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013. The instructions for joining the AGM and the detailed procedures for e-voting will be provided in the Notice of the AGM.

The Company will be providing to its Members the remote e-voting facility (“remote e-voting”) to cast their votes on all resolutions set out in the Notice of the AGM. Additionally, the Company is providing the facility of voting through e-voting system during the AGM (“e-voting”). Detailed procedure for remote e-voting /e-voting will be provided in the Notice of the AGM. Members who are holding shares in physical mode or who have not registered their email addresses are requested to refer to the Notice of the AGM for the process to be followed for obtaining the User ID and password for casting the vote through remote e-voting.

In order to receive the Notice of AGM and the Annual Report, Members are requested to register/update their email addresses with the Company by following below instructions:

Instructions:

(a) Members holding shares in physical mode may register/ update their email address in prescribed form ISR-1 with the Registrar and Transfer Agent (RTA) of the Company i.e. KFinTech. Norms for updation are also available at the website of RTA of the Company at https://ris.kfintech.com/client-services/isr1/forms.aspx#.

(b) Members holding shares in Demat mode may register their email address/update Bank account mandate by contacting their respective Depository Participant (DP).

Badminton to boxing: India leaves Paris with a smile

MIHIR VASAVDA
Paris, August 11

HIROAKI OTA, A Japanese psychiatrist, called it “Paris Syndrome”. The state of being where tourists come to Paris with lofty hopes, expecting it to be a picture of perfection, but leave underwhelmed.

Three weeks ago, India’s athletes didn’t land on these shores as tourists. But they will still return with a lingering sense of disappointment.

The country’s Paris Olympics campaign ended with six medals—one silver and five bronze. There could be another with an asterisk, as the Court of Arbitration for Sport is yet to pronounce its verdict in Vinesh Phogat’s plea for a silver. But there were also six ago-



nising fourth-place finishes, more than ever, to mark the bitter-sweet campaign that ebbed as the

Games progressed. Every medal had a story. It elicited contrasting emotions but did one thing: raise the bar for India’s athletes.

In the warm and sunny city of Chateauroux, shooter Manu Bhaker showed it is possible to win not one but two medals in a single campaign. With some luck, it could have been an unprecedented hat-trick.

About 300 km away in Paris, Neeraj Chopra soared again and took India to newer territories: following up on the Tokyo gold with a silver here.

But the country’s greatest living Olympian, at war with his own body, looked tormented that he couldn’t throw the javelin any longer. The focus, however, will be on the lessons from each medal

that was lost.

The first, coming from two of India’s biggest legends Prakash Padukone and Abhinav Bindra, was: spend, but wisely.

As The Indian Express reported before the Olympics, the Government spent ₹72 crore under the Target Olympic Podium Scheme (TOPS) during the three-year Olympic cycle from Tokyo in Covid-hit 2021 to Paris.

Last week, Padukone urged the Government, the biggest spender, and the federations to be a “little firm” with those who don’t deliver.

He also demanded the players “cannot keep asking for more and more”.

On Saturday, Bindra, who has experienced the era when funds didn’t flow so smoothly, said the Olympics aren’t a “vending machine” and that the players “can’t be wrapped in cotton wool”.

“We need to understand that money is only going to be an enabler. Money is not going to get you medals,” Bindra told *The Indian Express*.

“It is blood, sweat and tears, hard work and resilience shown on the field of play, which will get you there. And hunger is a very, very important aspect of it. Resources being allocated is only a simple, simple enabler, and you need it.”

Paris Olympics: Gold medals worth more than ever



JACOB REID
August 11

OLYMPIC GOLD MEDALS are worth more than ever at this year’s Paris games, with the raw materials that go into them having the potential to fetch about \$900 each.

The medals contain six grams of gold, the price of which soared to a record in mid-July thanks to central-bank buying, retail interest in China and expectations of easing US monetary policy. Prices are also substantially higher this year for silver, which makes up at least 92.5% of the weight of gold medals.

Even after adjusting for inflation, the value of medals is still the highest ever, with Olympians benefiting from both the sharp rally in bullion

prices and increasingly hefty medals.

In practice, Olympians do not tend to melt or sell their medals, which this year also contain a small piece of the Eiffel Tower. More lucrative are the gifts that countries give winning athletes, which include cash, exemptions from military service and cows. Carlos Yulo, who became the Philippines’ first male gold medalist last week, will enjoy a fully furnished condo and a lifetime of free colonoscopies.

Medals that are sold can be worth far more than their metal value. One of Jesse Owens’ gold medals from Berlin 1936, when he rebuked Adolf Hitler’s attempt to showcase Aryan racial supremacy, fetched \$1.5 million at 2013 auction. —BLOOMBERG

presented by
OMIDYAR NETWORK INDIA

12 August 2024 | 4.00 PM

Chennai

Keynote Address

Dr. PTR Palanivel Thiaga Rajan
Minister for Information Technology & Digital Services, Tamil Nadu

Fireside Chat

K Chandru
Retired Judge
Madras High Court

Panellists

Anshul Mishra IAS
Member Secretary
Chennai Metropolitan
Development Authority (CMDA)

Anant Maringanti
Executive Director
Hyderabad Urban Lab

D. Raghunandan
Project Lead
Inhaf ClimACT-Chennai

Sabareesh Suresh
Manager
Climate Action Implementation
C40 Cities Climate Leadership Inc.

Watch Live youtube.com/@indianexpress

