



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: Press release dated October 21, 2024, titled "Hisense India Joins forces with EPACK Durable to manufacture Air Conditioners and Home Appliances in India for the world"

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find enclosed Press release dated October 21, 2024, titled "Hisense India Joins forces with EPACK Durable to manufacture Air Conditioners and Home Appliances in India for the world".

The above intimation is also being available on the website of the Company at www.epackdurable.com.

Request you to kindly take the same on records and oblige.

Thanking You

For **EPACK Durable Limited**

Rajesh Kumar Mittal
Chief Financial Officer

Date: October 21, 2024

Place: Noida

Encl.: as above



PRESS RELEASE

Hisense India Joins forces with EPACK Durable to manufacture Air Conditioners and Home Appliances in India for the world

October 21, 2024, Noida, India– In a groundbreaking move, set to transform the home appliances & Air conditioners market, Hisense, a global leader in consumer electronics and home appliances, has entered into a strategic manufacturing alliance with EPACK Durable Limited (EDL), one of India's prominent contract manufacturers.

Hisense has contracted EPACK Durable to setup advanced dedicated manufacturing facility in India to produce Hisense range of Air conditioners and Home Appliances using Hisense's proprietary technology & designs.

This local manufacturing of its products by Hisense, is not only a step towards its commitment to enhancing manufacturing capabilities through Make in India, but also a reflection of its vision to introduce Hisense's latest technologically superior, smart and premium-quality home appliances to India market, and there by help establish Hisense as a top 5 Brands in Air-conditioner and home appliances in India within next 5 years, in line with its global standing.

Investment in Technology, design and production capacity

Through this agreement, EPACK Durable Limited will invest in advanced and dedicated production lines for manufacturing Air conditioners & Home Appliances including washing machines, refrigerators and other small domestic appliances.

Many critical RAC components, small domestic appliances, and some models of washing machines will be manufactured for Hisense using the existing infrastructure of EDL, helping EDL better utilize its current assets. EPACK will leverage its valuable experience and years of expertise through its state-of-the-art facilities and innovative manufacturing techniques, to streamline Hisense production, optimize asset utilization, while maintaining the highest standards of quality. This alliance will also see Hisense bringing in its technological expertise along with premium design capabilities.

EPACK Durable will immediately invest, firstly, in a new manufacturing facility in Sricity (Andhra Pradesh) with a capacity of 1.0 million RACs by Financial Year 27-28, with initial production set to begin in June 2025. Both companies are committed to sustainable practices and are excited about implementing eco-friendly manufacturing processes that align with their shared values.

Expanding Global Reach

The products manufactured at EPACK Durable's facilities will not only serve the Indian market but Hisense will also explore opportunities to export these products to key international strategic markets. This initiative is set to strengthen the positions of both Hisense and EPACK in the global home appliances and air conditioners market. This strategic cooperation agreement with Hisense is likely to garner additional revenue of approximately \$1 billion over the next 5 years for EPACK Durable and its subsidiary.

Hisense's Leadership Remarks

Steven Li, Managing Director of Hisense India “We are very thrilled to join forces with EPACK, a company that shares our dedication to excellence and innovation. This partnership will not only enhance our manufacturing capabilities but also allow us to focus on what we do best: creating outstanding products that resonate with Indian consumers.”

Pankaj Rana, CEO of Hisense India “Hisense is committed to delivering premium quality and smart products with state-of-the-art design to our customers. This partnership with EPACK Durable combines Hisense’s technological expertise with EPACK’s manufacturing capabilities. Through this alliance, we aim to achieve a leadership position in the Indian consumer durables market and expand our presence in strategic global markets.”

EPACK's Leadership Remarks

Mr. Ajay DD Singhania, Managing Director & CEO of EPACK Durable Limited: “This collaboration with Hisense opens new opportunities for growth in both domestic and international markets. With our combined strengths, we are poised to redefine excellence in the home appliance industry.”

Mr. Laxmi Pat Bothra, Director of EPACK Durable Limited: “Our agreement with Hisense is a significant milestone. By leveraging advanced technologies and innovative designs, we aim to deliver exceptional value to our customers and set new benchmarks in quality and efficiency within the home appliance sector.

About Hisense

Hisense, founded in 1969, is a global leader in home appliances and consumer electronics, operating in over 160 countries. Hisense is a MNC with global revenue of approximately \$29 billion in 2023, with more than 40% of its revenue generated from international sales. Specializing in home entertainment, home appliances, and IT solutions, Hisense focuses on innovation, integrity, and sustainability. With over 50 years of expertise, Hisense delivers top-quality products backed by exceptional after-sales service and extensive warranties.

Known for pioneering technologies like Laser TV, ULED, and AI chips, Hisense also excels in B2B sectors such as intelligent transportation and medical technology. The company’s portfolio includes renowned brands like Toshiba TV, Gorenje, and ASKO. Hisense’s strong presence in sports sponsorships includes partnerships with FIFA, UEFA, and Real Madrid. With 34 industrial parks, 26 R&D centers, and 66 overseas companies, Hisense continues to drive innovation and meet the evolving needs of consumers worldwide.

Stay updated with all the latest developments on the website: www.hisense-india.com & www.global.hisense.com

About EPACK Durable Limited

EPACK Durable Limited stands as a powerhouse in the Indian Home Appliances market, proudly ranking second in production volumes for Room Air-conditioners. Its impressive portfolio spans Room Air Conditioners, Air-coolers, and Small Domestic Appliances (SDAs), all driven by a relentless commitment to customer-centric innovation and operational efficiency. With 3 cutting-edge manufacturing facilities in India - Dehradun (Uttarakhand), Bhiwadi (Rajasthan), and Sricity (Andhra Pradesh), EPACK Durable delivers bespoke solutions for top RAC brands, ranging from fully assembled units to precision-engineered individual components. This game-changing association is set to revolutionize the home appliances sector, fusing Hisense's cutting-edge technology with EPACK Durable's exceptional expertise. As these industry trailblazers embark on this transformative journey, the market can look forward to pioneering, next-generation Home Appliances that will set new benchmarks in performance and innovation.