

24 October 2016

Corporate Service Department <b>BSE Limited</b> 25 <sup>th</sup> Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001	The Listing Department <b>National Stock Exchange of India Ltd</b> Exchange Plaza, Plot no. C/1, G Block, BKC Bandra (E) Mumbai 400 051
<b>Script:</b> Equity 500135. NCDs 951429 & 951430	<b>Trading Symbol:</b> ESSELPACK

**Ref.: Essel Propack Limited**

**Sub.: Media Release**

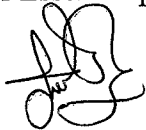
Dear Sirs

Please find enclosed herewith copy of the media release being issued by the Company titled "Essel Propack Introduces new Tube Making Technology named 'SHOT'".

We request you to kindly take note of the aforesaid and acknowledge receipt.

Thanking You,

Yours faithfully,  
For Essel Propack Limited



Suresh Savaliya  
Company Secretary & Head – Legal



Filed on online

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## Media Release

### **Essel Propack Introduces new Tube Making Technology named 'SHOT'**

Mumbai, October 24, 2016: To meet the growing demand for quality tubes suitable for various products across sectors, Essel Propack Limited (NSE: ESSELPACK, BSE: 500135), a global leader in laminated tubes catering to the FMCG & Pharma space today announced the deployment of a new tube making technology SHOT, developed jointly with its technology partner, at its plant in Danville, Virginia, USA.

This development of new generation SHOT (Super High Output Tubes), is yet another example of the Company's focus on innovation – not only in materials, New Products and processes but also in the technology that it uses. What makes SHOT special is the production speed and product range combined with high productivity, energy efficiency and optimized space usage thereby reducing the overall carbon footprint.

Essel has pioneered this new technology in the large and sophisticated US market where it holds around one third volume share in laminated tubes. The SHOT line was flagged off at Essel's American factory in Danville, Virginia USA, in an inauguration ceremony graced by the presence of the US subsidiary's top customer as well as state and local officials. Essel is currently equipped with machines with production capacity of 60 to 250 tubes per minute. The SHOT line will produce 500 tubes per minute. The deployment of SHOT first in Danville, is a shot-in-the arm for the Company's US business in delivering high quality customer service and in its foray to expand its presence in the non-oral care category in the region.

On the occasion of the inauguration of the SHOT line, Ashok Goel, Vice Chairman and Managing Director, Essel Propack said, "We are proud to introduce this technology in the US as part of our major thrust to expand our presence as Most Preferred Supplier of innovative Packaging solutions with quality and service level among the best in class. It is a major step in furthering Essel's Mission of 20:20:20.

Mr. Ramasamy, COO, Essel Propack added : The SHOT line is an amazing piece of equipment, packing very high speed in a compact footprint; yet another demonstration of Essel's propensity to innovate on technology by leveraging its tremendous insights into tube processing and manufacturing knowhow into the technology partner's design and engineering capability. Essel has always strived to work with technology partners to come up with solutions that will enhance speed with quality, and help save on valuable resources such as space, energy consumption per production unit.



A handwritten signature in black ink, appearing to be 'Ashok Goel', written over a horizontal line.



“The impact of Essel Propack on this community and its decision to commission this line cannot be overstated,” Danville Mayor John Gilstrap said. “The company employs about 300 people at this facility. In addition, Essel Propack is a global company. We work hard to make Danville a great place to start a business, stay and grow, and Essel Propack’s presence allows us to take that message internationally. This latest investment positions the company to grow its business, and I am thankful for the hard work of everyone who made this latest investment a reality.”

Essel Propack’s Regional Vice President for the America’s, Ted Sojourner stated, “This innovation introduction is further validation of our strong commitment to be the North American tube package supplier of choice. Today marks a new and important milestone in our Journey of Success”.

### **About Essel Propack**

Essel Propack, part of USD 2.4 billion Essel Group, with FY16 turnover of over USD 322 million, is the largest specialty packaging global company, manufacturing laminated plastic tubes catering to the FMCG and Pharma space. Employing over 2852 people representing 25 different nationalities, Essel Propack functions through 21 state of art facilities and in eleven countries, selling more than 6 billion tubes and continuing to grow every year.

Holding oral care market share of 36% in volume terms globally, Essel Propack is the world’s largest manufacturer with units operating across countries such as USA, Mexico, Colombia, Poland, Germany, Egypt, Russia, China, Philippines and India. These facilities cater to diverse categories that include brands in Beauty & Cosmetics, Pharma & Health, Food, Oral and Home, offering customized solutions through continuously pioneering first-in-class innovations in materials, technology and processes.

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