

EsseL Propack's New Plant in Mexico Goes On-stream

Mumbai, March 30, 2011– EsseL Propack Mexico has started production in its new plant in State of Mexico.

The Mexico business is experiencing strong growth for last two years. The old facility in Mexico City was running at full capacity. As the business has been growing, the expansion of the facility had become necessary. The old facility had less space for expansion and any expansion would have violated GMP norms, prompting EP Mexico to move to Cuautitlan Izcalli, Estado de Mexico, which is 2.5 miles from the existing facility. The old plant has been closed and a new world class facility has been set up in leased premises of Cuautitlan Izcalli industrial zone where the existing plant and new equipments has been relocated. The location of the new plant is strategic as it will facilitate to pursue the growth opportunities with new customers and in non oral care segments.

The plant was inaugurated by Mr. Ashok Goel, Vice Chairman and Managing Director of EsseL Propack along with the Counselor from the Indian Embassy and major customers. The officials from Local Government, customers, suppliers and bankers were present.

“EsseL Mexico is one of the excellent plants of EsseL Propack and is a world class facility” said Mr. Goel.

Mr. R Chandrasekhar, President of EsseL Propack said “The expansion of our operations in Mexico reaffirmed our faith on the growing market of Mexico. The country is part of the emerging market which will continue to show tremendous

growth in the years to come. The expansion by Essel Propack is to maintain our leadership position in the business”.

About Essel Propack: *EPL is a specialized packaging company promoted by Essel Group and has its head quarters in Mumbai. EPL has business of Plastic & Laminated tubes and Specialty Packaging.*

EPL is the world’s largest manufacturer of laminated tubes and has state-of-art 23 facilities in 11 countries across four continents. EPL stock is listed on Bombay Stock Exchange Ltd (BSE) and National Stock Exchange Ltd (NSE), India.

For further information

Pl. Contact: R Chandrasekhar or Neeladree Nandy Phone No: 022-24819011/9084