



Media Release

Essel Propack opens new modern factory in Colombia

A new facility to cater to the growing demand in the larger South American market goes on-stream with increased capacity and enhanced capabilities with Pharma clean room and for Cosmetics and Beauty

Mumbai, July 18, 2016: Essel Propack Limited (NSE: ESSELPACK, BSE: 500135), the largest global specialty packaging company, manufacturing laminated tubes catered to the FMCG and broad consumer packaged goods products across multiple business segments, today announced the inauguration of new plant in Cali, Colombia.

The facility inauguration was attended by His Excellency the Indian Ambassador to Colombia Shri Prabhat Kumar. *"I am happy to be here on the occasion of the inauguration of the factory of Essel Propack in Villa Rica in Cauca. On behalf of the government of India I extend my best wishes to Essel Propack, their partners in Colombia, the city of Villa Rica and the Department of Cauca, said Mr. Kumar.*

This new facility will have a capacity to manufacture 180 Million tubes a year and the capability for making Essel's new generation laminated tubes targeting the high value Beauty & Cosmetics category along with a Pharma clean room. Located in special economic zone, the facility will efficiently cater to the growing export opportunity in the adjacent Andean markets of Ecuador, Peru, Bolivia, Venezuela, Chile, etc., besides servicing the strong local demand.

Regional Vice President Ted Sojourner in the opening inaugural address stated *"Today is an important milestone in Essel's Journey of Success. Our new plant investment known as Essel Colombia SAS is a significant strategic event for our continued long term growth and development here in Colombia, and throughout the South America continent. This facility is built with an infrastructure that will support the future capacity expansions and growth. We have now established our Gateway to South America".*

The new facility, with state-of-the-art equipment and technology is an expression of Essel 's confidence in the growth potential of the markets it has been serving for over 15 years. It will facilitate servicing the rapidly evolving needs of categories like Beauty & Cosmetics, Pharma and Food from reputed local and multinational brands.

Ashok Goel, Vice Chairman & Managing Director, said: *"Essel Colombia is a strategic unit for us. On top of our strong local market, it opens up for us the Markets in the Andean Regions and the rest of South America. Our deep knowledge of these markets coupled with our long term commitment, we are confident that this unit will benefit from some of Essel's globally recognized innovative solutions and processes. Delighting our valued customers and unveiling new horizons for their brands. We are truly excited at the opportunity to serve the Latin and South American markets."*



About Essel Propack Ltd:

Essel Propack, part of the USD 2.4 billion Essel Group, with FY15 turnover of over USD 380 million, is the largest specialty packaging global company, manufacturing laminated plastic tubes catering to the FMCG and Pharma space. Employing over 2700 people representing 25 different nationalities, Essel Propack functions through 21 state of the 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.

For further information please contact:

<p>Snehal Vaidya Adfactors PR 9820167242 Email: snehal.vaidya@adfactorspr.com</p>	<p>Divya Sheth Adfactors PR 9619105533 Email: divya.sheth@adfactorspr.com</p>
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