



### Media Release

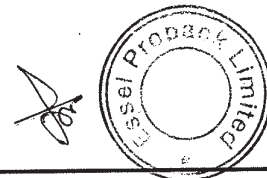
#### **Essel Propack gets a break-through in Developing Tube for Hair Colour!**

**Mumbai, 1 September, 2016:** As part of its strategy of strengthening its non-oral care business, Essel Propack Limited (NSE: ESSELPACK, BSE: 500135), a global leader in laminated plastic tubes catering to the FMCG & Pharma space, today announced a break through invention in hair colorant packaging with “Mystik”- a laminated plastic tube for packaging premium hair colorant and developers.

“Mystik” is an innovation that culminated out of R&D efforts with creative play of different layers combined together to provide product stability & efficacy for a strong product like hair colorant & colour developer, providing protection right through the shoulder, neck & full body of the tube with maximum collapsibility.

The new innovation christened “Mystik”, is coupled with yet added innovation of specially designed cap with piercing capability that is required for the product to be consumed. Through “Mystik” the Brand owners shall not have to look for alternatives for banned substances such as heavy metal, bis-phenol etc. which are not present in the laminated tubes, thereby ensuring safe usage and avoiding harmful chemicals.

Speaking on the innovation, **Mr. M.K. Bannerjee, Global Innovation Head, Essel Propack** said, “, “Mystik” presents Essel with a huge business opportunity in the non-oral care category. It is estimated that hair colorants represent a 2.5 Bn tube opportunity globally. With several innovations in our portfolio and a variety of innovative





decoration features, we are well poised to take full advantage of “Mystik” and offer Brands a unique opportunity to upgrade their packaging, thereby business continuity option.

***About Essel Propack:***

Essel Propack, part of the 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 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 media queries, Contact:***

**Divya Seth**

Adfactors PR <

+91 9619105533 |Email: [divya.sheth@adfactorspr.com](mailto:divya.sheth@adfactorspr.com)

A handwritten signature in black ink, appearing to be 'Divya Seth'.

