

## **EsseL Propack's New Plant**

### **Goes On Stream in CHINA**

Mumbai, January 28, 2010 – EsseL Propack China (EP China) has started production in its new plant in Tianjin city of North East China.

EP China has signed an exclusive long term contract with one of the leading FMCG player, whereby the anchor customer agreed to buy the land, build the factory building and leased the facility to EP China. This unique business model has resulted in keeping the capital expenditure low for EP China.

Based on the committed volume of the anchor customer EP China has started the facility. This distinctive business model allows EP China to use the capacity to service other customers in the region besides catering to the need of the anchor customer. EP China has already entered into contract with other important customers to supply from this facility.

The location of Tianjin is strategic as it is one of the fastest growing industrial zones for personal and home care products. The plant is geographically close to South Korea & Japan and it will be used to spearhead the exports to these countries.



For the opening ceremony, the officials from Local Government, multiple customers and officials from China Tooth Paste Manufacturers Association were present on 25<sup>th</sup> January 2010.

Mr. Ashok Goel VC & MD said “This new facility will substantially improve the profitability of EP China in coming years and help to broadening the customer base. The faith of this big FMCG player has reaffirmed the capability and leadership position of EP China in Chinese tube market”.

**About Essel Propack:** *EPL is a specialized packaging company promoted by Essel Group and has its head quarters in Mumbai. EPL has 2 lines of business: Plastic & Laminated tubes and Specialty Packaging.*

*EPL is the world's largest manufacturer of laminated tubes and has state-of-art 22 facilities in 12 countries across four continents. EPL stock is listed in Bombay Stock Exchange and National Stock Exchange, India.*

**Note:** *The customer names, volumes etc. are not disclosed due to contractual obligation.*

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