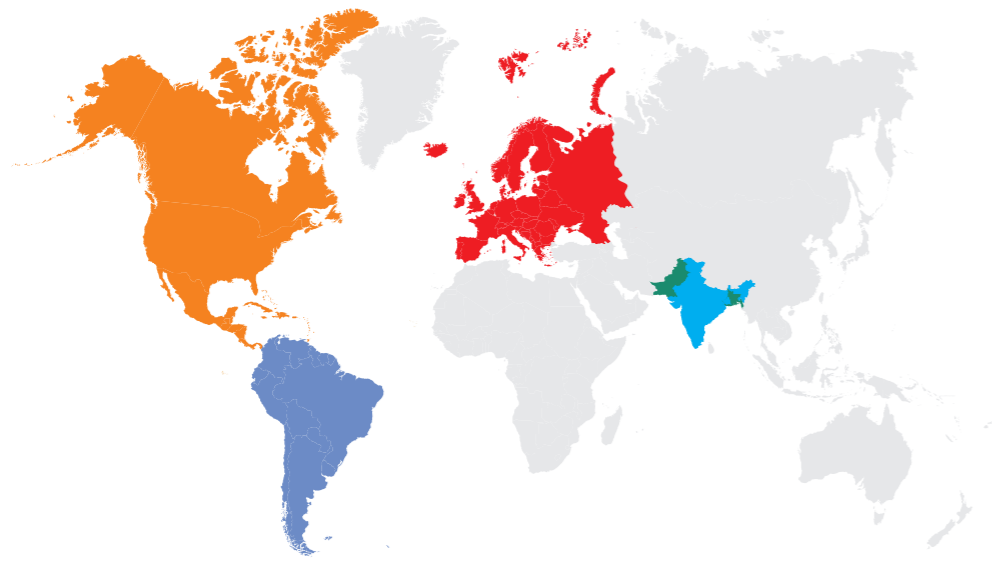


Global Market Potential



The global packaging industry turnover is around \$500 billion, with packaging container sales accounting for the major part and packaging machinery sales estimated around \$25 billion. Used in a wide range of industries across food and drink, healthcare, cosmetics and other consumer goods, as well as a range of industrial sectors, packaging has become an essential everyday item, with its usage growing broadly in line with the global economy. Packaging growth is typically higher than GDP in emerging markets, where increases in standard of living are typically used to buy packaged food, beverages and other everyday commodities.

Packaging is becoming more and more communicative to attract consumers. As organised retail makes its way into satellite cities and mofussil towns, packaging is becoming an important component of the overall marketing experience. From packaged chips to clips and chocolates, it is the way the product is packaged that convinces and compels the consumer to drop a trusted brand for a more attractively packaged one. In fact, close to 70 per cent of consumer-buying decisions are made at the retail shelf, and packaging serves as a critical point-of-sale advertising, helping to increase brand awareness and grab consumer attention. Needless to say, growing consumer awareness and demand for packaging products, particularly flexible packaging, is giving strategic advantage to organised players like us in the domain and is also helping grow our business like never before.



**INDIAN
SUBCONTINENT**

1000 +
STORES

6
WAREHOUSES



MIDDLE EAST

25
STORES

4
WAREHOUSES



**WEST/EAST
EUROPE/CIS
COUNTRIES**

4
STORES

7
WAREHOUSES



**NORTH
AMERICA**

40
STORES

5
WAREHOUSES



**AFRICAN
SUBCONTINENT**

6
STORES

6
WAREHOUSES

Proposed Expansion Plan

Regions : • Australia • New Zealand • Russia • Japan • South America

