

13 December 2017

Corporate Service Department <b>BSE Limited</b> 25 <sup>th</sup> Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai 400 001	The Listing Department <b>National Stock Exchange of India Ltd</b> Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (E) Mumbai 400 051
<b>Scrip:</b> Equity 500135. NCDs 951429 & 951430	<b>Trading Symbol:</b> ESSELPACK

**Ref.: Essel Propack Limited**

**Sub.: Assign of credit rating for proposed issue of Unsecured NCDs of Rs. 50 crores.**

We wish to inform you that the rating agency Credit Analysis & Research Limited (CARE) has assigned Credit rating as mentioned below to proposed issue of Unsecured Redeemable Non-Convertible Debentures of Rs. 50 Crores by the Company.

Instrument	Amount (Rs. Crores)	Rating
Proposed issue of Non-Convertible Debentures	50.00 (Fifty Crores only)	CARE AA; Stable (Double A; Outlook: Stable)

The above is pursuant to the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, for your information and record.

Thanking You,

Yours faithfully  
For Essel Propack Limited

  
Suresh Savaliya  
Head - Legal & Company Secretary



Filed online

**CARE/HO/RL/2017-18/3505**  
**Mr. Ganesh Ganapathy**  
Chief Financial Officer-Global  
**Essel Propack Limited**  
Top Floor, Times Tower,  
Kamala City, Lower Parel,  
Mumbai - 400013

December 12, 2017

**Confidential**

Dear Sir,

**Credit rating for proposed Non-Convertible Debenture issue**

Please refer to your request for rating of proposed long-term non-convertible debenture (NCD) issue aggregating to Rs. 50.00 crore of your company. The proposed NCDs would have tenure of 3 years with bullet repayment at the end of third year.

2. The following ratings have been assigned by our Rating Committee:

Instrument	Amount (Rs. crore)	Rating <sup>1</sup>	Rating Action
Proposed Non-Convertible Debenture issue	50.00 (Rs. Fifty crore only)	<b>CARE AA; Stable</b> <b>(Double A; Outlook: Stable)</b>	<b>Assigned</b>

- Please arrange to get the rating revalidated, in case the proposed issue is not made within a period of **six months** from the date of our initial communication of rating to you (that is December 12, 2017).
- In case there is any change in the size or terms of the proposed issue, please get the rating revalidated.
- Please inform us the below-mentioned details of issue immediately, but not later than 7 days from the date of placing the instrument:

<sup>1</sup> Complete definitions of the ratings assigned are available at [www.careratings.com](http://www.careratings.com) and in other CARE publications.

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Instrument type	ISIN	Issue Size (Rs cr)	Coupon Rate	Coupon Payment Dates	Terms of Redemption	Redemption date	Name and contact details of Debenture Trustee	Details of top 10 investors
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6. Kindly arrange to submit to us a copy of each of the documents pertaining to the NCD issue, including the offer document and the trust deed.
7. The rationale for the rating will be communicated to you separately. A write-up (press release) on the above rating is proposed to be issued to the press shortly, a draft of which is enclosed for your perusal as Annexure. We request you to peruse the annexed document and offer your comments if any. We are doing this as a matter of courtesy to our clients and with a view to ensure that no factual inaccuracies have inadvertently crept in. Kindly revert as early as possible. In any case, if we do not hear from you by December 14, 2017 we will proceed on the basis that you have no any comments to offer.
8. CARE reserves the right to undertake a surveillance/review of the rating from time to time, based on circumstances warranting such review, subject to at least one such review/surveillance every year.
9. CARE reserves the right to revise/reaffirm/withdraw the rating assigned as also revise the outlook, as a result of periodic review/surveillance, based on any event or information which in the opinion of CARE warrants such an action. In the event of failure on the part of the entity to furnish such information, material or clarifications as may be required by CARE so as to enable it to carry out continuous monitoring of the rating of the debt instrument, CARE shall carry out the review on the basis of best available information throughout the life time of such instrument. In such cases the credit rating symbol shall be accompanied by "ISSUER NOT COOPERATING". CARE shall also be entitled to publicize/disseminate all the afore-mentioned rating actions in any manner considered appropriate by it, without reference to you.

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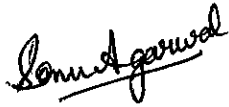
10. Users of this rating may kindly refer our website [www.careratings.com](http://www.careratings.com) for latest update on the outstanding rating.

11. CARE ratings are **not** recommendations to buy, sell or hold any securities.

If you need any clarification, you are welcome to approach us in this regard. We are indeed, grateful to you for entrusting this assignment to CARE.

Thanking you,

Yours faithfully,



**Sonu Agarwal**  
Deputy Manager  
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**Sharmila Jain**  
Associate Director  
sharmila.jain@careratings.com

**Disclaimer**

CARE's ratings are opinions on credit quality and are not recommendations to sanction, renew, disburse or recall the concerned bank facilities or to buy, sell or hold any security. CARE has based its ratings/outlooks on information obtained from sources believed by it to be accurate and reliable. CARE does not, however, guarantee the accuracy, adequacy or completeness of any information and is not responsible for any errors or omissions or for the results obtained from the use of such information. Most entities whose bank facilities/instruments are rated by CARE have paid a credit rating fee, based on the amount and type of bank facilities/instruments.

In case of partnership/proprietary concerns, the rating/outlook assigned by CARE is based on the capital deployed by the partners/proprietor and the financial strength of the firm at present. The rating/outlook may undergo change in case of withdrawal of capital or the unsecured loans brought in by the partners/proprietor in addition to the financial performance and other relevant factors.

**Press Release**  
**Essel Propack Limited**

**Ratings**

Instrument	Amount (Rs. crore)	Rating <sup>1</sup>	Rating Action
Non-Convertible Debentures (Proposed)	50.00 (Rs. Fifty crore only)	CARE AA; Stable (Double A; Outlook: Stable)	Assigned

*Details of instruments/facilities in Annexure-1*

**Other Facilities/Instruments**

Bank Facilities	Amount Rated	Ratings
Long- term bank facilities	214.00	CARE AA; Stable (Double A; Outlook: Stable)
Short- term bank facilities	105.00	CARE A1+ (A One Plus)
Long/Short- term bank facilities	145.00	CARE AA; Stable/ CARE A1+ (Double A; Outlook: Stable/ A One Plus)
<b>Total facilities</b>	464.00 (Rs. Four hundred Sixty Four crore only)	
Instruments	Amount Rated	Ratings
NCDs	90.00 (Rs. Ninety crore only)	CARE AA; Stable (Double A; Outlook: Stable)

**Detailed Rationale & Key Rating Drivers**

The rating assigned to the proposed instruments of Essel Propack Limited factors in strengths derived from its experienced promoter group and professional management, leading market position in laminated tubes, geographically diversified revenues, established and reputed clientele profile, healthy profitability margins as well as moderate overall gearing and comfortable debt coverage ratios. The rating also factors in proposed refinancing of the existing high cost Non- Convertible Debentures (NCDs) with the low cost NCDs of the same amount.

The rating strengths are however tempered by the company's limited pricing flexibility in the oral care segment and concentration risk associated with the segment, although the same is reducing gradually.

Any unvisited large debt funded capex, unrelated diversification and better than expected management of forex risk by the company remain the key rating sensitivities. The company's ability to maintain its market share and the profitability margins will also be critical from the credit perspective.

**Detailed description of the key rating drivers**

**Key Rating Strengths**

**Strong promoter group:** EPL is managed by Mr. Ashok Goel led Essel group, who has extensive experience in specialty packaging business and has been closely involved in defining the overall vision and business strategy for the group. He is well supported by professional board and experienced management.

<sup>1</sup>Complete definition of the ratings assigned are available at [www.careratings.com](http://www.careratings.com) and other CARE publications

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**Established and strong business profile:** EPL is one of the leading global specialty packaging manufacturers of laminated tubes, plastic tubes and laminates. Its products are extensively used in packaging of products across categories such as Beauty & Cosmetics, Pharma & Health, Foods, Home and Oral care. In India, it enjoys huge franchise having pioneered laminated tubes over three decades and is an established player providing innovative packaging solutions. EPL has 22 manufacturing facilities across 11 countries through its direct and step down subsidiaries, joint ventures and associates. The Company is selling more than six billion tubes annually and had a market share of ~36% in volume terms in oral care segment.

**Globally diversified presence:** EPL's 22 manufacturing units across 11 locations are classified into four geographical segments viz. Americas (USA, Mexico and Colombia), Europe (UK, Germany, Poland and Russia), AMESA (Africa, Middle East & South Asia with operations in Egypt and India including flexible packaging business) and EAP-East Asia Pacific (China, Philippines and Indonesia). Sales remain well diversified across geographical segment. Globally diversified presence assists EPL to reduce geopolitical and macroeconomic risks emanating from specific region/country.

**Stable working capital cycle:** Gross working capital cycle (consolidated) continues to be stable at 2.5 months with average collection period at around 2 months and average inventory period at 1.5 month. Due to healthy cash accruals, large amount of working capital requirement is met from internal accruals, thereby resulting in lower dependence on working capital related bank limits.

**Strong operational risk profile:** During FY17, net sales (consolidated) grew 8% y-o-y to Rs.2,260 crore led by the acquisition of 100% stake in the German tubing joint venture with effect from 30 September 2016. The revenue growth was however impacted by weaker sales in India post demonetization in November 2016, persistent off take issues at large oral care customers in China and lower than envisaged sales in Colombia due to extended ramp up of the new capacity. EPL continues to deliver healthy profitability margins due to operational efficiencies, increasing share of non-oral care offerings and efficient management of debt. During FY17, the oral care segment contributed 60% to the overall revenue.

The company is reducing revenue exposure to oral care segment and is focussing on increasing business from non-oral care segment which have relatively superior operating margins.

During H1'FY18, the company reported a total operating income of Rs. 1233.76 crore, an increase of 6.8% as compared to that in H1FY17. Also, PAT registered during H1'FY18 was Rs.132.77 crore as against Rs. 93.89 crore during H1FY17.

**Healthy financial risk profile:** EPL's financial risk profile is marked by healthy profitability and strong operating cashflows resulting in healthy capital structure and debt coverage ratios. Overall gearing (consolidated) stood at 0.84x as on March 31, 2017 vis-à-vis 0.77x as on March 31, 2016. The increase in debt was primarily on account of acquisition of 100% stake in the German JV in October 2016. The company continues to post strong operational cash-flow for last couple of years and during FY17, it posted operating cash-flow to the tune of Rs.369 crore. The company plans to refinance its high cost NCDs amounting to Rs.50.00 crore with low cost NCDs of the same amount. The proposed NCD will have a bullet payment at the end of three years.

#### Key Rating Weaknesses

**Raw material price volatility:** The principal raw material consumed in EPL's products is polymer granules which is a derivative of crude oil and is highly sensitive to any volatility in crude oil prices exposing it to input price volatility. In the oral care category, the Company has raw material cost pass-through clauses in its customer contracts which enable the prices to be revised periodically to reflect fluctuation in raw material costs. This reduces the risk of any volatility in raw material prices.

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**Foreign exchange fluctuation risk:** The global nature of operations exposes the company to fluctuation in foreign exchange rates as the company deals with multiple currencies. Appropriate pass through clauses have been built into long term contracts in Oral Care categories whereby prices get reviewed/ revised in the event of significant currency movement. The company also has the policy of systematically hedging its trade and capital exposures using forward contracts. Wherever possible, transactional currencies are aligned to the reporting currency in order to reduce exchange fluctuation impact. Ability of the company to effectively manage its foreign exchange exposure remains critical to the credit profile.

**Industry prospects:** EPL is primarily into specialty packaging industry i.e. laminated tubes. The laminated tube business has entry barriers because of industry expertise and innovative production and is supported by ongoing research and development efforts. The major customers for EPL belong to FMCG (mainly oral care, toothpaste), Beauty & Cosmetics (basic beauty products like shampoo, creams and lotions), Pharmaceutical (ointment tubes, derma care), etc. Oral care segment generally experiences inelastic demand and is non-cyclical in nature. EPL is an established brand name in the global market and with its economies of scale, it is expected to benefit from growth in demand.

**Analytical approach:**

Consolidated – All the subsidiaries and Joint ventures of EPL are consolidated as they exhibit strong operational and financial linkages.

**Applicable Criteria**

Criteria on assigning Outlook to Credit Ratings

CARE's Policy on Default Recognition

Rating Methodology: Factoring Linkages in Ratings

Rating Methodology-Manufacturing Companies

Financial ratios – Non-Financial Sector

**About the Company**

Incorporated in 1982, EsselPropack Limited (EPL), managed by Mr. Ashok Goel led Essel group, is one of the leading specialty packaging manufacturer of laminated tubes, plastic tubes and laminates. Its products are extensively used in packaging of products across categories such as Beauty & Cosmetics, Pharma& Health, Foods, Home and Oral care. In India, it enjoys huge franchise having pioneered laminated tubes over three decades and is an established player providing innovative packaging solutions. EPL has 22 manufacturing facilities across 11 countries through its direct and step down subsidiaries, joint ventures and associates. The company is selling more than six billion tubes annually holding a market share of 36% in volume terms globally in Oral Care.

Brief Financials (Rs. crore)	FY16 (A)	FY17 (A)
Total operating income	2152.45	2321.88
PBILDT	429.23	440.89
PAT	175.49	114.19
Overall gearing (times)	0.77	0.84
Interest coverage (times)	7.05	7.66

A: Audited

**Status of non-cooperation with previous CRA: NA**

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**Any other information:** NA

**Rating History for last three years:** Please refer Annexure-2

*Note on complexity levels of the rated instrument: CARE has classified instruments rated by it on the basis of complexity. This classification is available at [www.careratings.com](http://www.careratings.com). Investors/market intermediaries/regulators or others are welcome to write to [care@careratings.com](mailto:care@careratings.com) for any clarifications.*

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**\*\*For detailed Rationale Report and subscription information, please contact us at [www.careratings.com](http://www.careratings.com)**

**About CARE Ratings:**

CARE Ratings commenced operations in April 1993 and over two decades, it has established itself as one of the leading credit rating agencies in India. CARE is registered with the Securities and Exchange Board of India (SEBI) and also recognized as an External Credit Assessment Institution (ECAI) by the Reserve Bank of India (RBI). CARE Ratings is proud of its rightful place in the Indian capital market built around investor confidence. CARE Ratings provides the entire spectrum of credit rating that helps the corporates to raise capital for their various requirements and assists the investors to form an informed investment decision based on the credit risk and their own risk-return expectations. Our rating and grading service offerings leverage our domain and analytical expertise backed by the methodologies congruent with the international best practices.

**Disclaimer**

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**Annexure-1: Details of Instruments/Facilities**

Name of the Instrument	Date of Issuance	Coupon Rate	Maturity Date	Size of the Issue (Rs. crore)	Rating assigned along with Rating Outlook
Debentures-Non Convertible Debentures	-	-	December 2020	50.00	CARE AA; Stable

**Annexure-2: Rating History of last three years**

Sr. No.	Name of the Instrument/Bank Facilities	Current Ratings			Rating history			
		Type	Amount Outstanding (Rs. crore)	Rating	Date(s) & Rating(s) assigned in 2017-2018	Date(s) & Rating(s) assigned in 2016-2017	Date(s) & Rating(s) assigned in 2015-2016	Date(s) & Rating(s) assigned in 2014-2015
1.	Fund-based - LT-Term Loan	LT	69.00	CARE AA; Stable	1)CARE AA; Stable (17-Aug-17)	1)CARE AA (08-Sep-16)	1)CARE AA- (08-Sep-15)	1)CARE A (16-Sep-14)
2.	Fund-based/Non-fund-based-Short Term	ST	55.00	CARE A1+	1)CARE A1+ (17-Aug-17)	1)CARE A1+ (08-Sep-16)	1)CARE A1+ (08-Sep-15)	1)CARE A2+ (16-Sep-14)
3.	Fund-based - LT-Cash Credit	LT	100.00	CARE AA; Stable	1)CARE AA; Stable (17-Aug-17)	1)CARE AA (08-Sep-16)	1)CARE AA- (08-Sep-15)	1)CARE A (16-Sep-14)
4.	Non-fund-based - LT/ ST-BG/LC	LT/ST	95.00	CARE AA; Stable / CARE A1+	1)CARE AA; Stable / CARE A1+ (17-Aug-17)	1)CARE AA / CARE A1+ (08-Sep-16)	1)CARE AA- / CARE A1+ (08-Sep-15)	1)CARE A / CARE A2+ (16-Sep-14)
5.	Non-fund-based - LT-BG/LC	LT	45.00	CARE AA; Stable	1)CARE AA; Stable (17-Aug-17)	1)CARE AA (08-Sep-16)	1)CARE AA- (08-Sep-15)	1)CARE A (16-Sep-14)
6.	Term Loan-Long Term	-	-	-	-	-	1)CARE AA- (08-Sep-15)	1)CARE A (16-Sep-14)
7.	Debentures-Non Convertible Debentures	LT	90.00	CARE AA; Stable	1)CARE AA; Stable (17-Aug-17)	1)CARE AA (08-Sep-16)	1)CARE AA- (08-Sep-15)	1)CARE A (05-Nov-14)
8.	Fund-based-Short Term	ST	50.00	CARE A1+	1)CARE A1+ (17-Aug-17)	1)CARE A1+ (08-Sep-16)	-	-
9.	Fund-based - LT/ ST-Working Capital Limits	LT/ST	50.00	CARE AA; Stable / CARE A1+	1)CARE AA; Stable / CARE A1+ (17-Aug-17)	1)CARE AA / CARE A1+ (08-Sep-16)	-	-

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