



# MAKE IN INDIA - METAL PACKAGING INDUSTRY AND IMPACT ON GLOBAL METAL PACKAGING INDUSTRY

BANGKOK, THAILAND 28<sup>TH</sup> OCTOBER 2015







### OUTLINE

- UPDATE ON THE GROUP
- HINDUSTAN TIN WORKS LTD
- ASIA PACKAGING INDUSTRY
- METAL PACKAGING INDUSTRY ASIA / INDIA
- MAKE IN INDIA HOW CAN IT BENEFIT YOU?





### THE GROUP

- HINDUSTAN TIN WORKS LTD
  - 3PC METAL CANS AND COMPONENTS
  - LISTED ON BOMBAY STOCK EXCHANGE

#### REXAM HTW BEVERAGE CAN (INDIA) LTD

- 2 PC CANS FOR BEER AND CSD
- HITECH SURFACTANTS DETERGENT POWDER CONTRACT MANUFACTURING (JV WITH UNILEVER IN INDIA)
- INNOPAC CONTAINERS PVT LTD
  - NEW VENTURE FOR NON METAL / ALTERNATE PACKAGING AND B2C SOLUTIONS
- PETAINER INNOPAC PACKAGING PVT LTD
  - JV BETWEEN PETAINER UK HOLDINGS LTD AND INNOPAC CONTAINERS PVT LTD

THE GROUP EMPLOYS ABOUT 4000 PEOPLE





### HINDUSTAN TIN WORKS LTD

- LEADING 3 PIECE CAN AND END MAKER
- COMPLETED 57 YRS IN 2015
- WORLD CLASS CANS FOR FOOD, BEVERAGE AND NON FOOD PRODUCTS
  - DELHI BASED, PLANT HARYANA
- EXPERIENCED MANAGEMENT TEAM
- STOCK TRADED ON BOMBAY STOCK EXCHANGE
  - 8000 SHAREHOLDERS
- EXPORTS OF WORLD CLASS PRODUCTS TO 31 COUNTRIES

#### Supporting leading Can makers and Brand Owners across 27 countries for

#### METAL CLOSURES

Metals Ends - Food, Non Food Specialzed Components - with value added Embossing, specialized application with Gassing Dimples etc Penny Lever Ends or Ring Lid Tagger Assemblies Paint Ends and Ends for composite cans

#### METAL PRINTING

Printed/Lithographed Sheets Coated and Lacquered Sheets Food Cans, Paint Cans, Aerosol, Shoe Polish, Flatenned Cans etc

CANS

Exporting world class quality products to 27 countries including USA, Australia, New Zealand, Middle East, Far East, Europe, South America, China etc.



#### **RING, LID TAGGER ASSEMBLY, BOTTOMS AND COMPONENTS**

(ALSO KNOWN AS RING LID WITH ALUMINUM FOIL MEMBRANE OR PENNY LEVER ENDS WITH ALUMINUM FOIL DIAPHRAGM AND PLUG)

DIA IN MM	52	65	70	73	74	83	99	105	127	138	153	174	189
<b>DIA IN INCHES</b>	202	211	214	300	301	307	401	404	502	5 <b>0</b> 9	603	700	709





### HTW - INFRASTRUCTURE

#### • STATE OF THE ART MURTHAL PLANT SPREAD ACROSS 10 ACRES

- STATE OF THE ART SOUDRONIC LINES
- PRINTING AND COATING
- HEAVY INVESTMENT IN END
  MANUFACTURING
- IN HOUSE TOOL AND DIE MAKING







### NEW PROJECTS / INVESTMENTS

- NEW JAPANESE LINE FOR A RECLOSABLE CAN FOR CHEWING TOBACCO
- AEROSOL CANS AUTOMATIC AEROSOL TESTER FROM WILCO
- TRIPPLE NECKED IN 3PC BEVERAGE CAN FOR RTD COLD COFEE AND OTHER MILK BASED PRODUCTS
- INCREASED CAPACITY IN PRINTING/COATING AND END MANUFACTURING
- DECORATED CAN LINE FOR IRREGULAR SHAPED CANS





### **REXAM HTW BEVERAGE CAN INDIA LTD**

- PIONEER TO BRING 2 PC CANS TO INDIA
- GREW THE MARKET FROM 50 MILL CANS TO 1.2 BILLION IN 7 YEARS, MARKET CONTINUES TO GROW 15-17% PA
- SET UP A JV WITH REXAM
- PART OF THE GLOBAL M&A, HTW EXITED THE 2PC CAN JV MARCH 31<sup>ST</sup> 2015

#### THE MAR HINDU



COMING TOGETHER: Richard Peachey (right), Vice-President and General Council, Rexam Beverage Can Europe and Asia, exchanging documents with Vijay Bhatia (centre), Chairman, Hindustan Tin Works, in New Delhi on Tuesday. Sanjay Bhatia, Managing Director, looks on. – PHOTO: KAMAL NARANG

Hindustan Tin signs pact with Rexam of U.K.







## NESTLE RELATIONSHIP

Nestlé is all about the quality of its people. From the farmer who supplies us with raw materials, to the people who convert these raw materials into 'good food', Nestlé is a people's business.

Stanley Samuel, Personnel Manager, Moga



Hindustan Tin Works is today one of Nestlé's major suppliers. Guided by recommendations made by Nestlé's technical experts in Vevey, Hindustan Tin Works developed new techniques in the area of printing and fabrication to deliver against the Company's high quality standards. Sanjay Bhatia, Managing Director of Hindustan Tin Works, takes pride in his association with Nestlé – a Company which is demanding in its quality standards, and is one he respects for its transparency in operations and fair business practices.

- STRATEGIC AND A UNIQUE
  RELATIONSHIP WITH NESTLE
- 100% NESTLE INDIA
  REQUIREMENTS SINCE 1980s
- GLOBALLY APPROVED STATUS
- SUPPORT NESTLE IN ABOUT 10 COUNTRIES FOR NEEDS IN CANS, PRINTED SHEETS, COATED METAL AND MISC ENDS AND COMPONENTS

# 1 BILION ENDS CELEBRATION WITH NESTLE !





#### 1 BILLION ENDS CELEBRATION, INTERPACK 2014 AMANDA MATTSSON, NESTLE GLOBAL PROCUREMENT







### 1 BILION ENDS CELEBRATION, INTERPACK 2014 NESTLE GLOBAL TEAM AT CELEBRATION







### **EXPORTS**

- GOOD EXPERIENCE WITH EXPORTING CURRENT HTW PRODUCTS
- EXPORTS CORRESPONDS TO 35% OF OUR MANUFACTURING SALES REVENUE AND OUR PRODUCTS GO TO 31 COUNTRIES
- SOME COUNTRIES
  - USA
  - AUSTRALIA
  - NEW ZEALAND
  - MALAYSIA
  - MIDDLE EAST DUBAI, OMAN, IRAN ETC
  - EUROPE
  - CHINA
  - AFRICA EGYPT, IVORY COAST, SUDAN, NIGERIA, TANZANIA ETC
- STRATEGY TO SUPPORT CAN MAKERS ACROSS THE GLOBE

### Petainer Innopac Packaging





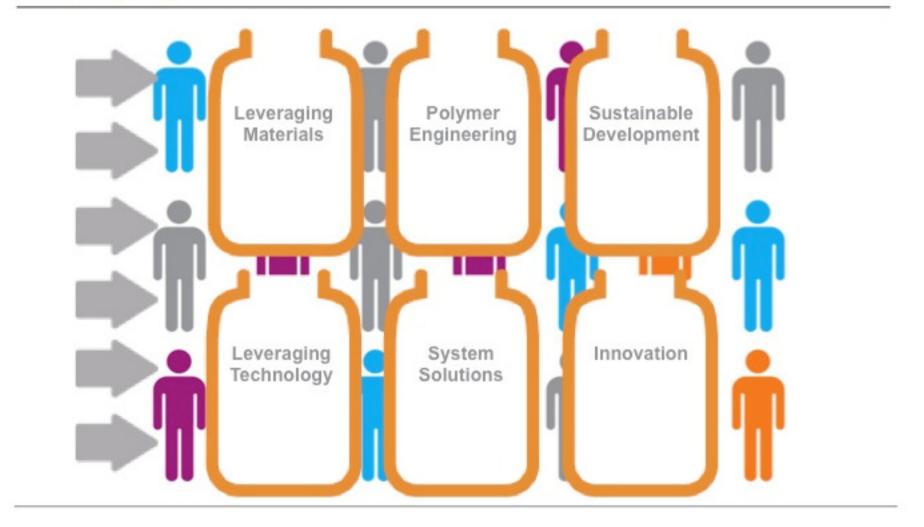
### **Product and Geography**







#### **Changing the Game**

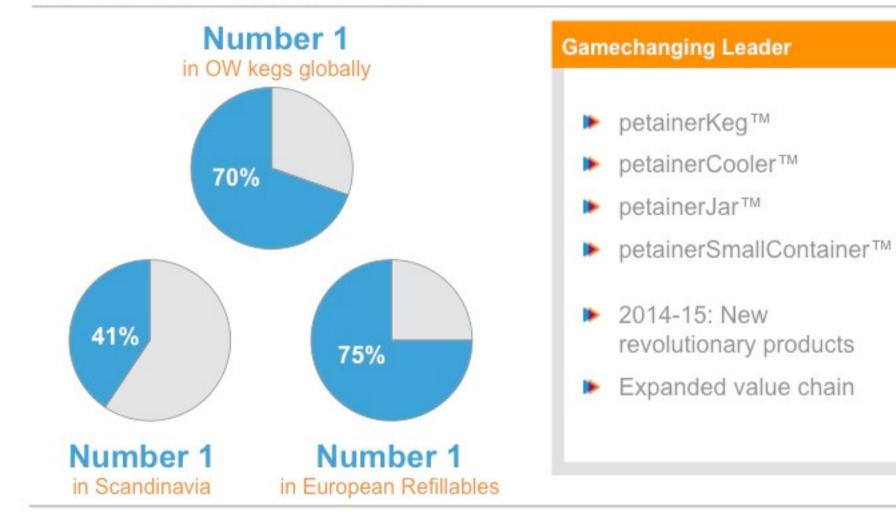


petainerinnopac



### Petainer packaging leader

petainerinnopac





### High performance packaging











#### Keg solutions

#### Product

- Reduction in carbon emissions
- Reduction in costs and waste
- Reduction in freight
- Lower weight
- Fully recyclable
- Grow brewery and winery sales
  - Draught
  - New product introduction
  - New geographic markets
- No loss of product integrity
- Accelerate routes to market

#### System

- Blow and/or fill
- Hub and spoke
- Rental systems

#### Economics<sup>(1)</sup>

- ZERO return logistics
  - 160m litres of water less annually
- 25% more liquid in a truck
  - 40,000 kegs in a truck
- Over **20 thousand** less trips annually





### **Evolutionary change**











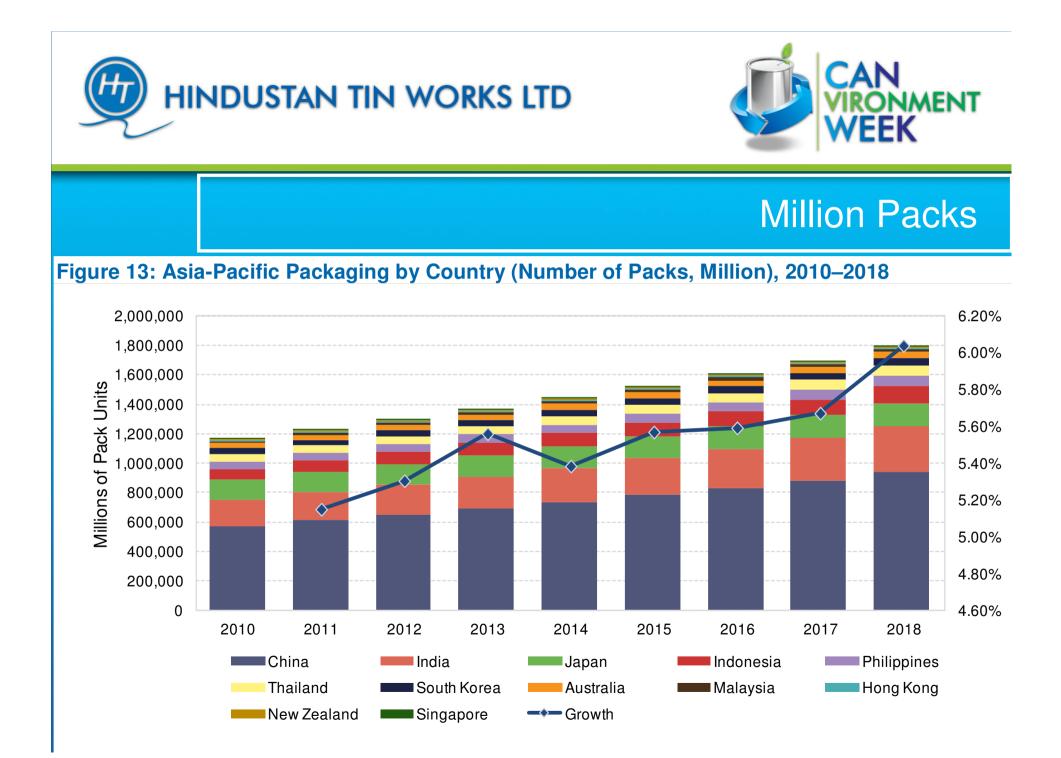
# **ASIA PACKAGING INDUSTRY**





### Asia Packaging Market

- The Asia-Pacific packaging market enjoyed strong growth between 2010 and 2014 and this is forecast to continue throughout the 2014–2018 period.
- The number of packs used in Asia-Pacific grew at a CAGR of 5.35% between 2010 and 2014 and is expected to further rise by a CAGR of 5.72% over the 2014–2018 period.
- China, India, and Japan are by far the most important packaging markets in Asia as they accounted for 77.4% of the total packs used in 2014.
- In absolute terms, China, India, and Indonesia will register the largest and fastest growth over the 2014–2018 period







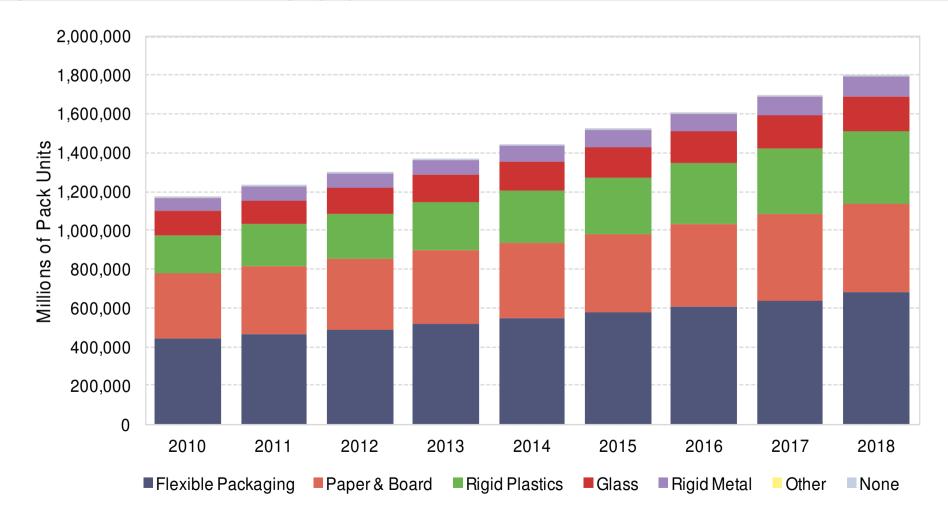
### Packaging by Country

Table 3: Asia-Pacif	ic Packaging by	Country (Numbe	r of Packs, Millio	on), 2010, 2014 a	nd 2018
Country	2010	2014	2018	CAGR 2010–2014	CAGR 2014–2018
China	576,254	736,262	940,814	6.32%	6.32%
India	175,082	233,459	314,039	7.46%	7.69%
Japan	138,080	145,962	155,255	1.40%	1.56%
Indonesia	73,672	90,005	118,228	5.13%	7.06%
Philippines	51,264	57,740	65,778	3.02%	3.31%
Thailand	46,785	57,031	70,852	5.08%	5.57%
South Korea	41,425	46,073	51,897	2.69%	3.02%
Australia	33,117	36,008	39,642	2.11%	2.43%
Malaysia	15,089	17,514	20,180	3.80%	3.61%
Hong Kong	7,785	8,657	9,662	2.69%	2.78%
New Zealand	7,811	8,222	8,761	1.29%	1.60%
Singapore	3,542	4,065	4,792	3.51%	4.20%
Overall	1,169,906	1,440,999	1,799,900	5.35%	5.72%
Source: Canadean					© Canadean





#### Figure 14: Asia-Pacific Packaging by Material (Number of Packs, Million), 2010–2018







### Packs by Material

#### Table 4: Asia-Pacific Packaging by Material (Number of Packs, Million), 2010, 2014 and 2018

Material	2010	2014	2018	CAGR 2010–2014	CAGR 2014–2018
Flexible Packaging	445,779	546,439	682,569	5.22%	5.72%
Glass	122,936	146,665	180,251	4.51%	5.29%
Other	123	177	245	9.55%	8.51%
Paper & Board	335,791	393,136	459,988	4.02%	4.00%
Rigid Metal	68,031	84,208	106,117	5.48%	5.95%
Rigid Plastics	197,139	270,250	370,581	8.21%	8.21%
None	107	124	149	3.67%	4.72%
Overall	1,169,906	1,440,999	1,799,900	5.35%	5.72%
Source: Canadean					© Canadean





# **METAL PACKAGING - ASIA**





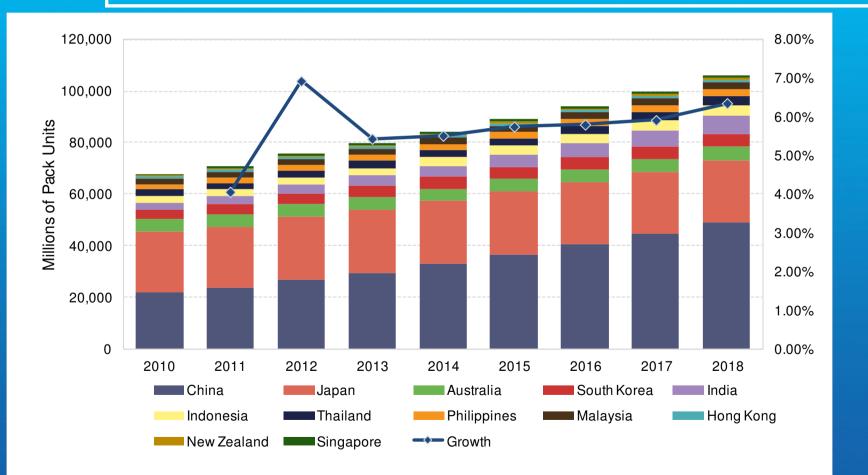
### Asia Metal Packaging

- The demand for Rigid Metal packs in Asia-Pacific countries will register moderate to strong growth between 2014 and 2018. Demand for Rigid Metal packaging will increase by 21,909 million units between 2014 and 2018; however, this is much lower compared to other major materials such as Flexible Packaging and Rigid Plastics.
- The increasing competition from other materials has limited the need for Rigid Metal packaging.
- Of the Asia-Pacific countries, China will remain the largest consumer of Rigid Metal packs, accounting for a 39.2% share in 2014. Conversely, India will register the highest growth with a CAGR of 13.46% during the 2014 to 2018 period.





#### NUMBER OF RIGID METAL UNITS ANNUAL GROWTH 2010-2018







### **Regional Growth**

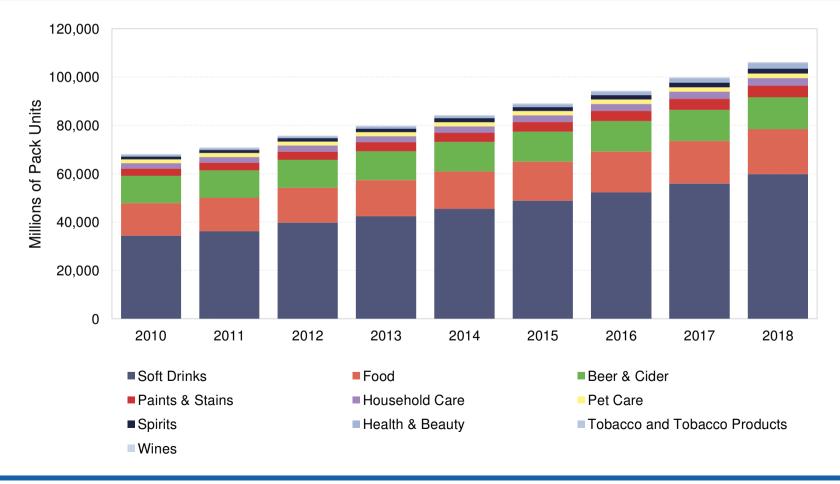
Table 28: Number of Rigid Metal Packaging Units (Million), 2010, 2014 and 2018						
Country	2010	2014	2018	CAGR 2010–2014	CAGR 2014–2018	
China	21,860	33,046	49,363	10.88%	10.55%	
Japan	23,829	24,363	23,791	0.55%	-0.59%	
Australia	4,617	4,892	5,216	1.46%	1.61%	
South Korea	3,881	4,470	5,091	3.60%	3.30%	
India	2,678	4,343	7,198	12.84%	13.46%	
Indonesia	2,737	3,244	4,026	4.34%	5.55%	
Thailand	2,353	2,852	3,356	4.93%	4.15%	
Philippines	2,093	2,430	2,833	3.80%	3.92%	
Malaysia	1,913	2,274	2,666	4.41%	4.05%	
Hong Kong	816	892	976	2.25%	2.27%	
New Zealand	659	711	757	1.92%	1.59%	
Singapore	594	691	844	3.84%	5.15%	
Overall	68,031	84,208	106,117	5.48%	5.95%	





### Segment Growth

Figure 38: Asia-Pacific Rigid Metal Packaging by Industry (Number of Packs, Million), 2010–2018







# MAKE IN INDIA - INDIA INTRODUCTION





- 7<sup>TH</sup> LARGEST COUNTRY OF THE WORLD
- 2<sup>ND</sup> MOST
  POPULOUS
  COUNTRY
- 50% OF POPULATION BELOW AGE OF 25







### YESTERDAY TODAY AND TOMORROW

YEAR	POPULATION	POPULATION 15 – 59 YEARS	URBAN POPULATION	GDP (IN USD)	GDP RANKING
1991	846 mn	489 mn	217 mn	433 bn	12
2011	1.21 bn	757.3 mn	377 mn	1.53 trillion	10
2031	1.52 bn	972.5 mn	590 mn	7.16 trillion	3

YEAR	1990	2013
GDP GROWTH	5.7%	5%
EXPORT (USD)	18 bn	325 bn
IMPORT (USD)	24 bn	500 bn
FDI (USD)	129 mn	27 bn



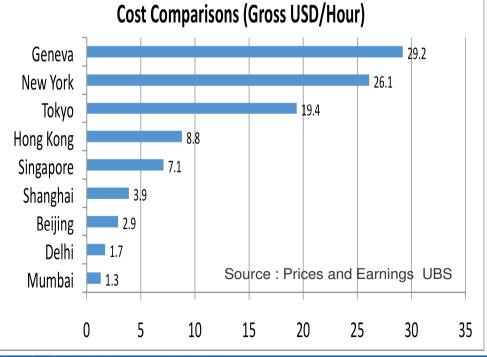


### POSITIVES

• LOW LABOUR COSTS

#### COST COMPETITIVENESS

- NO IMPORT/EXPORT BARRIERS
- FAVORABLE FDI POLICIES
- STABLE POLITICAL SYSTEM
- ENGLISH SPEAKING



STABLE AND FORWARD LOOKING GOVERNMENT





### CHALLENGES

- INFRASTRUCTURE
- HIGH INFLATION
- COMPLICATED TAX STRUCTURE
- VOLITALITY IN EXCHANGE RATE
- LARGE POPULATION / POVERTY
- LOW LITERACY RATES





### **INDIA SUCCESS**



TATA

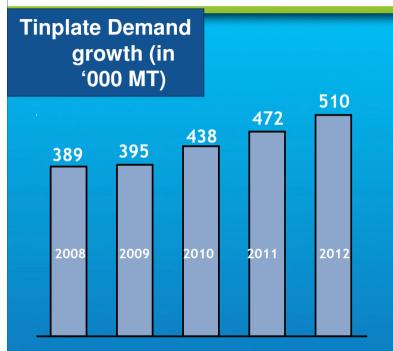
Ratan Tata Chairman TATA Sons

Kumar Mangalam Birla Chairman Aditya Birla Group





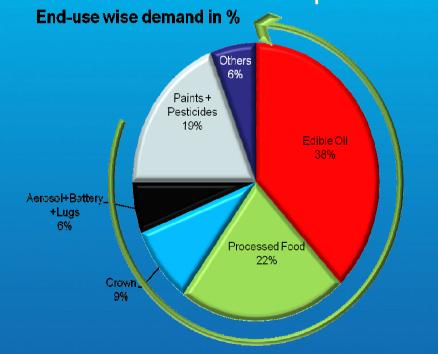




#### Estimated capacities in India

TCIL	380,000 MT
SAIL	150,000 MT
GPT	150,000 MT
VTPL	100,000 MT

### Food & Beverages end use will continue to determine the fortunes of tinplate



- Growth in organized retail (multi-brand FDI)
  - Implementation of food safety standards
- Emerging Environmental Packaging Standards
  - Increase in consumer awareness







#### MAKE IN INDIA - STRATEGIC GEOGRAPHICAL LOCATION

 INDIA TO BE THE EXPORTS MANUFACURING HUB FOR THE GLOBAL METAL PACKAGING INDUSTRY

COUNTRY	FREIGHT (USD)	SHIPPING TIME
USA – NEW YORK	2200	21 DAYS
USA – CALIFORNIA	1800	25 DAYS
AUSTRALIA	750	20 DAYS
THAILAND	150	5 DAYS
CHINA	150	10 DAYS
UAE (DUBAI)	150	3 DAYS
MALAYSIA	35	4 DAYS
SINGAPORE	35	4 DAYS





# THANK YOU