

Kedaara Capital invests INR 200 crores in Parksons Packaging

Mumbai, 17th March, 2015: Kedaara Capital (“Kedaara”) today announced an investment in Parksons Packaging Limited (“Parksons” or the “Company”), one of India’s largest manufacturer of folding cartons and paper packaging. This is Kedaara’s maiden investment in the packaging sector, which is a direct beneficiary of India’s consumption story, and is expected to demonstrate continued strong growth in the years to come.

Founded in mid 1990s by the Kejriwal family, Parksons supplies folding cartons and other paper packaging solutions to a well-diversified base of over 100 customers across different end segments such as Food & Beverages, Home & Personal Care, Pharmaceuticals, and Quick Service Restaurants. Parksons has three manufacturing facilities across North and Western India, and has built a state of the art design capabilities center. Kedaara’s strong relationships in the consumer and healthcare industry helped it identify Parksons as a high quality, innovative packaging player, and consummate a privileged transaction.

Commenting on the deal, **Mr. Ramesh Kejriwal, Chairman of Parksons**, said, “ChrysCapital has been a supportive partner in our growth journey so far. We are now delighted to have Kedaara on board with us. Their partnership model, strong industry networks, and unique understanding of the consumer and healthcare industry, will add significant value to Parksons and help further strengthen our position as India’s most preferred and innovative paper packaging solutions provider. Kedaara’s operating model will enhance Parksons’ performance, bringing in global experience and best practices to strengthen our offering.”

Mr. Manish Kejriwal and Mr. Sunish Sharma, Managing Partners of Kedaara Capital Advisors LLP (investment advisor to Kedaara), commented, “This transaction is in line with Kedaara’s focus of investing behind high quality, market-leading businesses driven by talented and driven entrepreneurs. We believe this is an opportune time to invest in the Indian packaging sector, with Parksons being especially well-positioned to benefit from the growth in the Indian consumption story. With a best-in-class management team, a key differentiator in the highly fragmented packaging sector, Parksons leverages its well-diversified exposure across multiple sectors, roster of marquee global and local customers, and strong design and innovation capabilities to offer a unique value proposition to all its customers. We believe that Kedaara’s Operating Partner model will help support the company achieve the next level of growth, enabling it to capture a larger share of the rapidly growing packaging industry and create value for all stakeholders.”

About Parksons

Parksons is one of the largest producers of high quality folding cartons working with customers across industry segments. With two decades of experience in the printing and packaging industry, Parksons combines its technical expertise with market insights to deliver customized solutions, making it a preferred partner for most brand leaders.

The Company engages with brand owners early on in the development process to understand their specific needs, and partner with them to create packs that stand out on the shelves and shape consumer experiences.

For more information please visit www.parksonpackaging.com

About Kedaara Capital

Kedaara Capital is an operationally oriented private equity firm pursuing control and minority investment opportunities in India.

Kedaara combines the strengths of a well-networked, highly experienced local investment advisory and operating team, with the experience of their international partner, Clayton, Dubilier & Rice, a pioneering global private equity firm whose investment model blends financial skills with operating expertise.

Kedaara partners with entrepreneurs, management teams, and family-owned businesses and provides deep strategic and operational expertise, a consultative approach, and global connectivity to build enduring value and competitiveness in such businesses.

For more information please visit www.kedaara.com

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