

Date: July 19, 2014

To

Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001

Dear Madam/Sir,

Subject: Update - Investor presentation

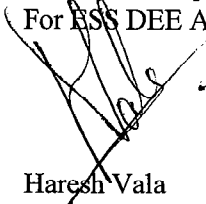
This is in furtherance to our letter dated 9th July, 2014 regarding the uploading of the investor presentation on our corporate website, please note that we have updated the Investor Presentation with respect to the EBITDA margin and PAT Margin. Please find enclosed herewith the updated investor presentation for your reference.

The investor presentation can also be viewed on our corporate website <http://www.essdee.in/>.

This is for your information and record.

Thanking you.

Yours faithfully,
For ESS DEE Aluminium Limited



Harsh Vala
Company Secretary

Encl : as above

ESS DEE ALUMINIUM LIMITED

ESS DEE HOUSE, Akurli Road, Kandivali (East), Mumbai - 400 101. INDIA
Tel. : +91-22-6690 8200 • Fax : +91-22-6690 8395 / 96 • Web : www.essdee.in • CIN : L27203WB2004PLC170941

Registered Office : 1, Sagore Dutta Ghat Road, Kamarhati, Kolkata - 700 058. West Bengal



ESS DEE ALUMINIUM
LIMITED



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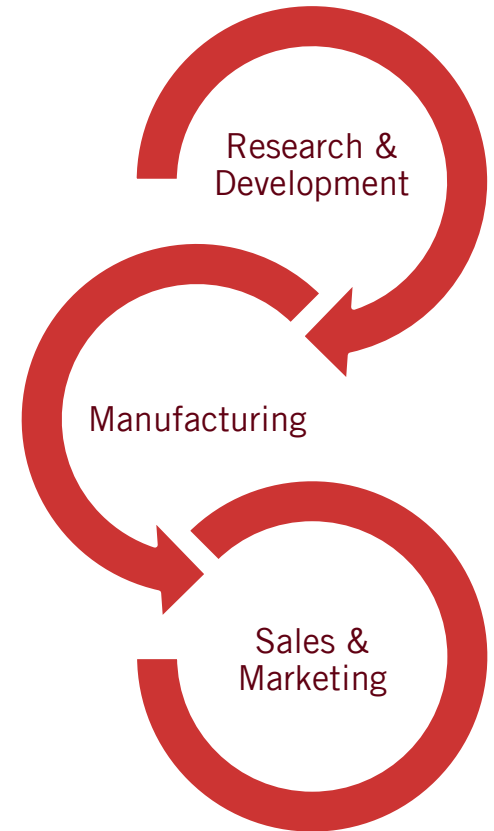
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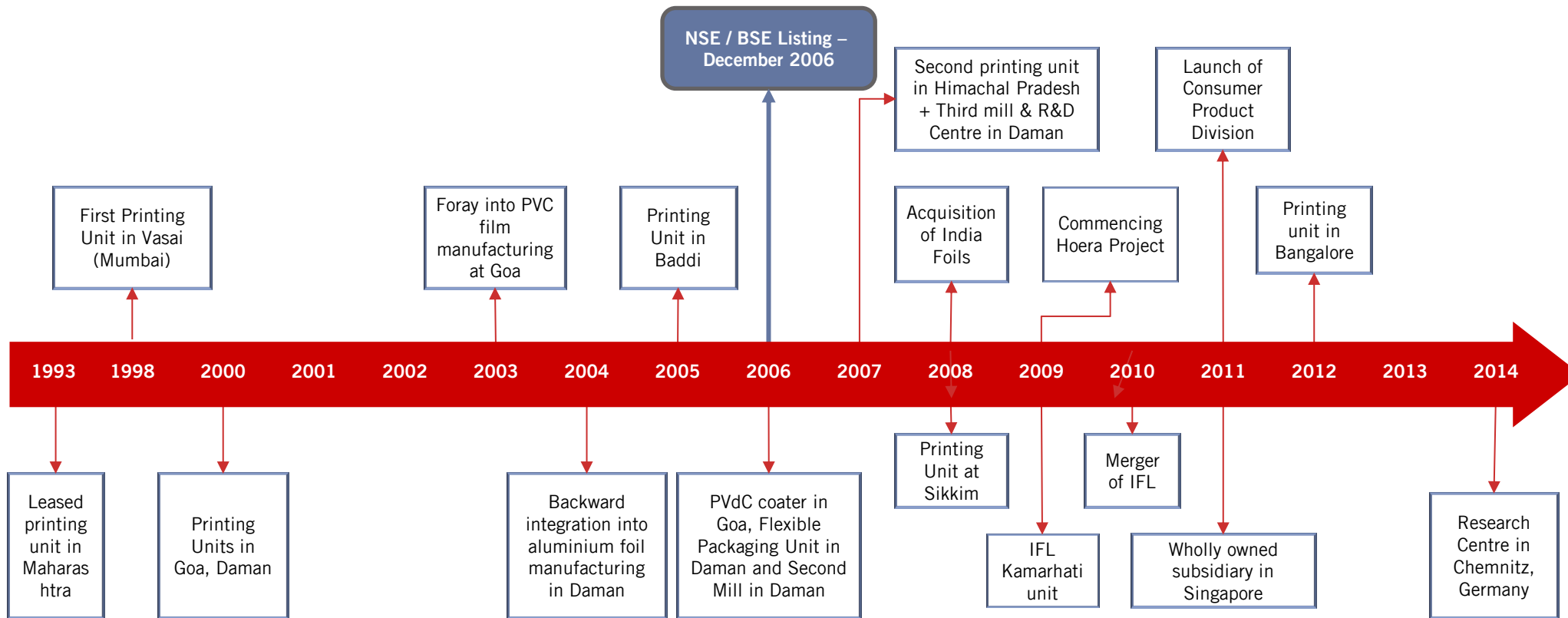
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Industry Overview	7
About Ess Dee	12

- Collaboration with Chemnitz University of Technology, Germany
- R&D partnership to improve existing products in terms of quality, price and overall performance and development of new products
- Established long-term relationship with major pharmaceutical companies, with significant entry barriers for peers

- Major manufacturer of aluminium foil based primary packaging material used predominantly in the pharmaceutical, food and FMCG sectors
- Operates 3 manufacturing hubs and 6 manufacturing spokes with approvals from all key regulatory authorities

- Major player with substantial market share in the Indian market
- Expanding into new geographies within India and outside India including Latina America, Europe, South East Asia and Africa



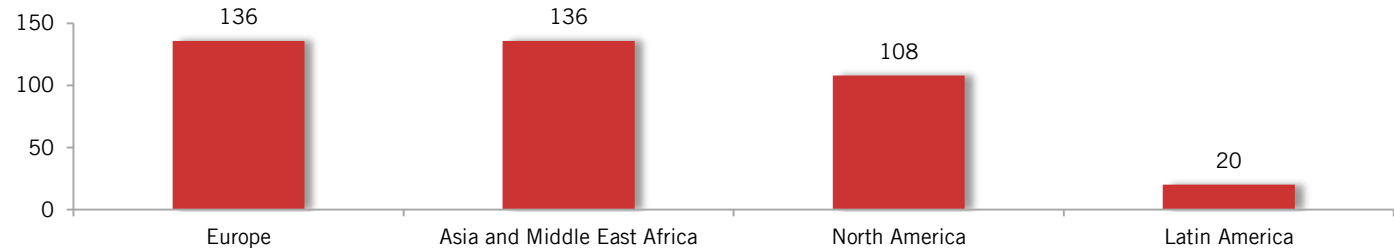


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- Global consumer packaging market is estimated to be \$400bn¹
- Increased demand for packaging driven mainly by emerging economies
- Key growth drivers include increasing urbanization, increase in disposable income, and burgeoning healthcare sector
- India is expected to enter the top 10 packaging countries with its demand set to increase to \$44bn¹ by 2016

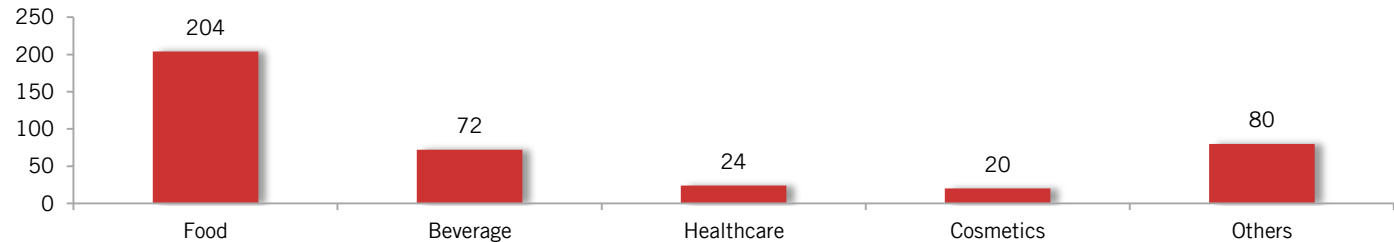
Global Packaging Industry (by geography)

(\$ billions)



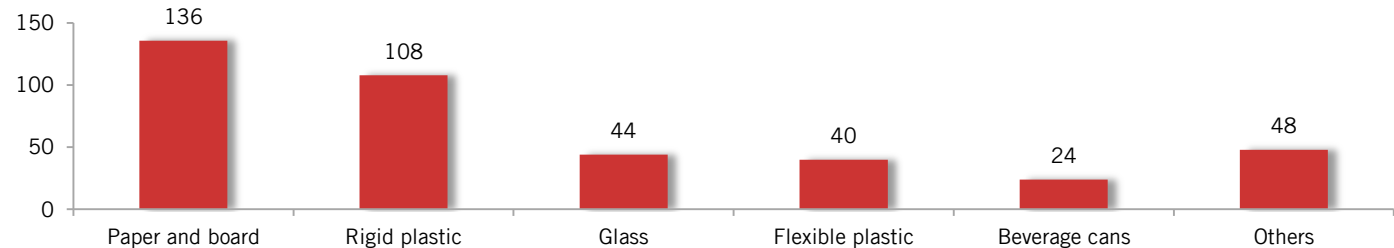
Global Packaging Industry (by end market)

(\$ billions)



Global Packaging Industry (by type)

(\$ billions)

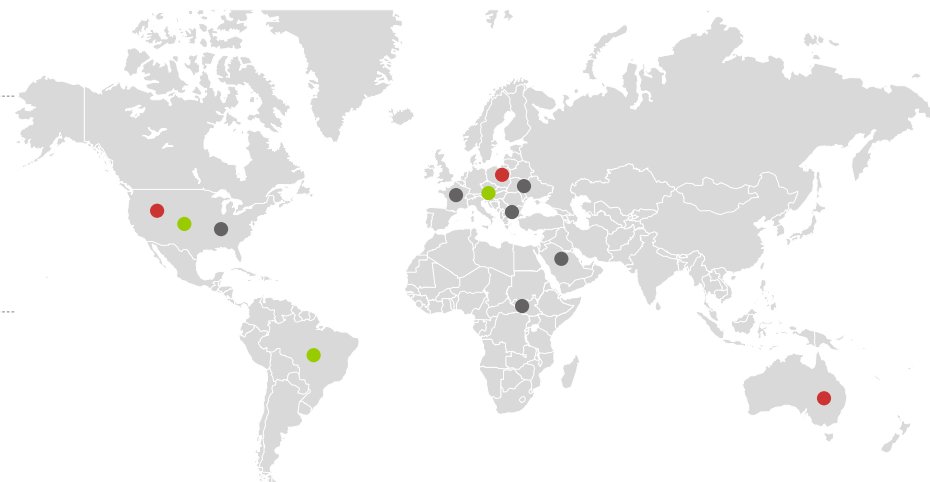


Amcor

Constantia

Bemis

Overview	Broad range of rigid and flexible packaging products	Manufactures flexible packaging	Manufactures and sells packaging products and pressure sensitive materials
Markets	North America, Western Europe, Oceania and Emerging markets	Western Europe, Central and Eastern Europe, North and South America, Africa, Australia and Asia	North America, Latin America, Europe and Asia-Pacific
Clients	Beverages, foods, medical, household, personal & home care, pharmaceuticals and tobacco	Food, pet food, pharmaceuticals and beverage industries	Food, chemical, agribusiness, medical, pharmaceutical, personal care, graphic industries and other consumer goods, etc.
CY13A Revenue	\$12,420m	NA	\$5,030m



- Amcor
- Constantia
- Bemis

Only Limited Number of Companies Operates in the Specialised Packaging Industry

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Ess Dee Aluminium

1

Vertically Integrated Player with State of the Art Manufacturing Facilities

2

Regulatory Approved Hub and Spoke Business Model to Ensure Just in Time Delivery

3

Deep Customer Relationships with Global Pharmaceutical Companies with Foray into FMCG Sector

4

Substantial Presence in India with Expanding Global Presence

5

Strong Focus on R&D and Technology Upgradation Creating Entry Barriers for New Entrants

6

Professional and Highly Experienced Leadership Team

7

Strong Financial and Operational Track Record

Vertically Integrated Player with State of the Art Manufacturing Facilities

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Daman Unit 1: Primary Foil Rolling

Facilities

- 3 state-of-the art aluminium foil cold rolling mills
- Ancillary equipment include separators; roll grinders, annealing furnaces
- Installed capacity of 18,000 tonnes per annum at an average gauge of 27 microns

Certification

US FDA DMF Type III, ISO 9001:2008

Daman Unit 2: Primary Foil Conversion

Facilities

- Foil sourced exclusively from internal rolling mill system (Daman Unit 1)
- Manufactured plain stock is used by the printing units for customized slitting and printing

Certification

US FDA DMF Type III, Health Canada DMF Type II, BRC certification and Burford Research ; ISO 22000:2005

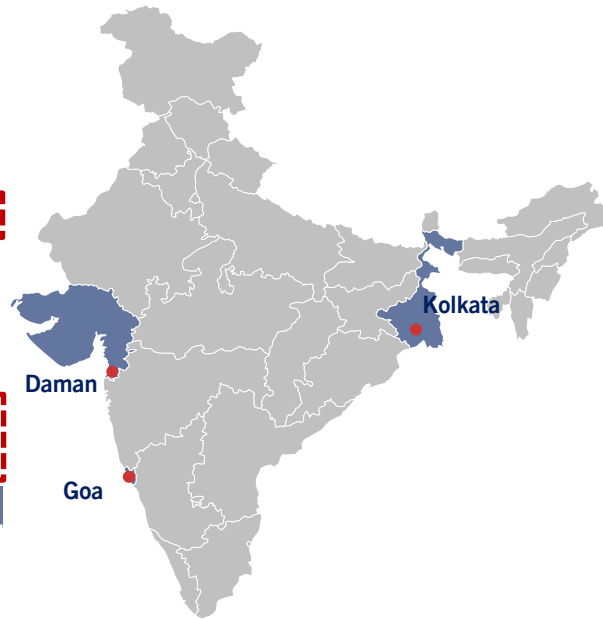
Goa

Facilities

- Virgin resin is calendared to a rigid PVC Film, commonly used in thermoforming in pharmaceutical blister pack applns
- Sensitive products such as PVC films are coated with PVDC in this manufacturing facility
- Capacity- 4200 MT

Certification

US FDA DMF Type III, ISO 9001:2008



Kolkata Unit 1: Manufactures Aluminium Foil & Foil based packaging material

Facilities

- Latest generation achenbach universal mill 1.5 M wide, capable of producing light gauge & ultra light gauge foil from 5.5 micron to 12 micron
- State of the art high speed machine for producing unit rolls of household foil/kitchen foil of Rotomec make

Certification

US FDA DMF Type III, ISO 9001:2008

Kolkata Unit 2: Manufactures Continuous Cast Coil, Foil Stock, Aluminium Foil & Foil based packaging material

Facilities

- Pechiney continuous caster capable of casting up to 1.7 m wide cast coils
- Achenbach foil mill 1.0 M wide, capable of producing light gauge & ultra light gauge foil.
- State-of-the art converting machine from Rotomec for laminating/Coating/ Colouring

Certification

US FDA DMF Type III, ISO 9001:2008



Regulatory Approved Hub and Spoke Business Model to Ensure Just in Time Delivery

Vertically Integrated Player with State of the art Manufacturing Facilities

Regulatory Approved Hub and Spoke Business Model to Ensure Just in Time Delivery

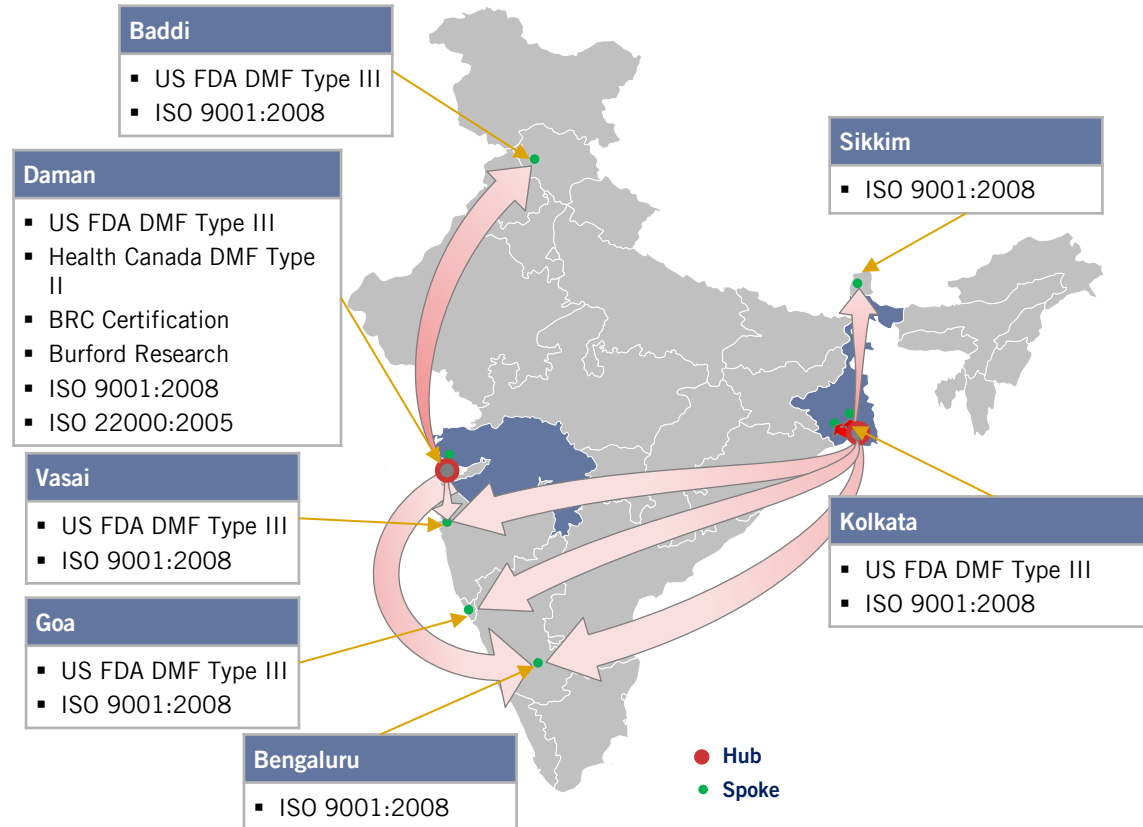
Deep Customer Relationships with Global Pharma Companies with Foray into FMCG Sector

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Professional and Highly Experienced Leadership Team

Strong Financial and Operational Track Record



- One of the few companies in India in packaging industry to operate on a hub and spoke model
- Has 6 spokes located across India; all spokes have required regulatory approvals
- Manufacturing plant and spokes are strategically located near major seaports to ensure
 - On-time delivery
 - Low inventory
 - Competitive pricing
 - Tailor-made offerings

Won two awards in National Concept on Quality Convention; Essdee Unit 2 was honored with Par Excellence Award and Essdee Unit 1 was honored with Excellent Award in December 2013

Deep Customer Relationships with Global Pharma Companies with Foray into FMCG Sector

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Pharmaceuticals



FMCG



Market Leadership Position in India with Expanding Presence in South Asian and European Markets

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Domestic Presence

Pharmaceutical Solutions

- Plain & Printed aluminium lid foil for blister packs
- Plain & Printed cold forming Blister & Alu-Alu
- Tropical Blister laminates
- Child Resistant laminates (CR Foils)
- Transparent & Colored thermo-forming PVC Films
- Triplex laminates PVC | PE | PVDC
- Laminates for effervescent tablets, oral rehydration salts (liver salt) and cough lozenges

FMCG Solutions

- Lid foil for yoghurts, mineral water, dairy products etc
- Laminates for ice-cream cones
- Cigarette foil
- Aluminium foil based laminates for confectionery
- Aluminium foil based laminates for beverages and culinary, dairy and personal products

Expanding Global Presence

- Leverage existing relationships with major Pharmaceutical and FMCG companies in India to penetrate overseas market
- Significant technology investment completed and regulatory approvals in place to cater to overseas market
- R&D collaboration to provide ready access to Europe market
- Develop key marketing tie ups

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Partnership with Chemnitz

- Collaboration with Chemnitz University of Technology, Germany, for print & packaging and printed electronics in Packaging and Aluminium foils
- Leverage research and knowledge bank of Chemnitz to improve manufacturing competencies
- Improvement on existing products in terms of quality, price and overall performance and also development of new products
- Focus on new areas such as anti-counterfeit, eco-friendly packaging and innovations through current and different printing processes like flexo, digital and gravure
- High entry barriers due to various certifications & complex manufacturing process



Technology Advancement

- Anti Counterfeit – Three Dimensional Effect, Printing of Holograms, Concept of Security Printing in Currency Notes, Vignette, Multi-colour tonal designs, Water Marks, UV effects
- Peel-Push Blisters – Separating the individual blister cavity at the perforations, peeling off the top layers (PET or PET/Paper at the designated place) and pushing the pharmaceutical product through the foil
- Peel Open and Tear Open Version - Separating the individual blister cavity at the perforations
- All our product innovations are carefully engineered bond strengths are used to provide the necessary peel-push, peel open or tear open features desired for the final product

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Sudip Dutta
Chairman

- First generation entrepreneur and founder of Ess Dee Aluminium Ltd., Mr. Dutta spearheads the Company's strategic growth
- Has over 20 years of experience across various facets of pharmaceutical and packaging industry
- Under his leadership, the Company has grown significantly both in the domestic and international arena



B.K. Pansari
CEO and MD

- Mr. Pansari has more than 35 years of experience at very senior levels in the corporate hierarchy
- Previously, Mr. Pansari was the group advisor to GATI Limited
- Earlier he was the SVP (Finance and Commerce) of Hindalco and held senior positions at Uniworth Group and Birla VXL
- He is a Chartered Accountant and Law Graduate



Ashis Bhattacharya
Director

- Mr. Ashis Bhattacharya has more than 27 years of experience in the manufacturing industry
- Previously, Mr. Bhattacharya was the Vice President – Production & Engineering with Bennett, Coleman & Co. Limited (Times Group)
- He has Bachelors in Electrical Engineering from Jadavpur University and has a Post Graduation Certification in Operations Management from the ISB, Hyderabad



Vinaya Desai
Director Quality Assurance

- Mrs. Vinaya Desai has vast experience in promoting excellence in manufacturing processes and is currently serving as Director for the EDAL group
- She has vast experience in quality assurance, clinical research and regulatory affairs to ensure product acceptance of Ess Dee Aluminum Ltd at par with international standards
- She had done her post graduation in Pharmacy (M-Pharm) from Pune University



Ritesh Shroff
Head Manufacturing

- Mr. Ritesh Shroff has consolidated experience of over 22 years in the financial as well as manufacturing sector
- Mr. Shroff has done his Masters in Business Management from Amity University, Delhi



Satya Ray
Chief Sales & Marketing Officer

- Mr. Satya Ray, currently spear heads the domestic sales & marketing initiatives of the organization
- Has more than 14 years of experience in sales & marketing
- Previously, Mr. Ray was working with Gati Limited
- He has done his Post graduation in Business Management from Pune university

- Won certificate of excellence in recognition of exemplary growth in 2013
- Council For Fair Business Practices (Jannalal Bajaj Uchit Vyavahar Puraskar) awarded Ess Dee Aluminium fair practice award in recognition of distinguished contribution to the promotion of the code of conduct of the council in 2009

Strong Financial and Operational Track Record

Vertically Integrated Player
with State of the art
Manufacturing Facilities

Regulatory Approved Hub
and Spoke Business Model
to Ensure Just in Time
Delivery

Deep Customer
Relationships with Global
Pharma Companies with
Foray into FMCG Sector

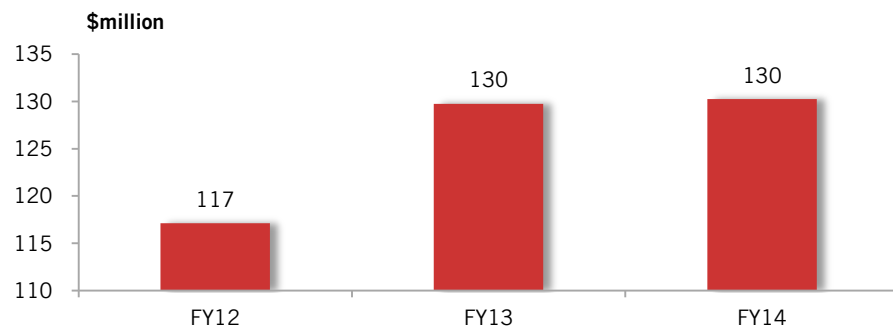
Substantial Presence in
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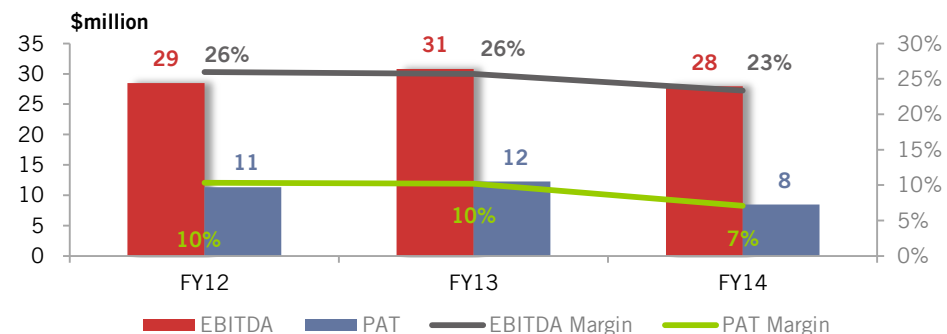
Professional and Highly
Experienced Leadership
Team

**Strong Financial and
Operational Track Record**

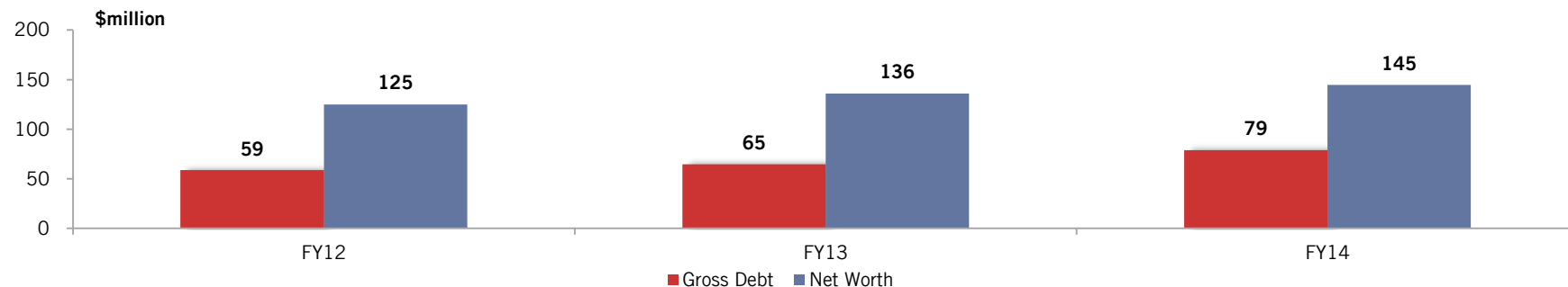
Gross Sales¹



EBITDA and PAT



Gross Debt and Net Worth



Strong Financial and Operational Track Record

Vertically Integrated Player with State of the art Manufacturing Facilities

Hub and Spoke Business Model to Ensure Just in Time Delivery

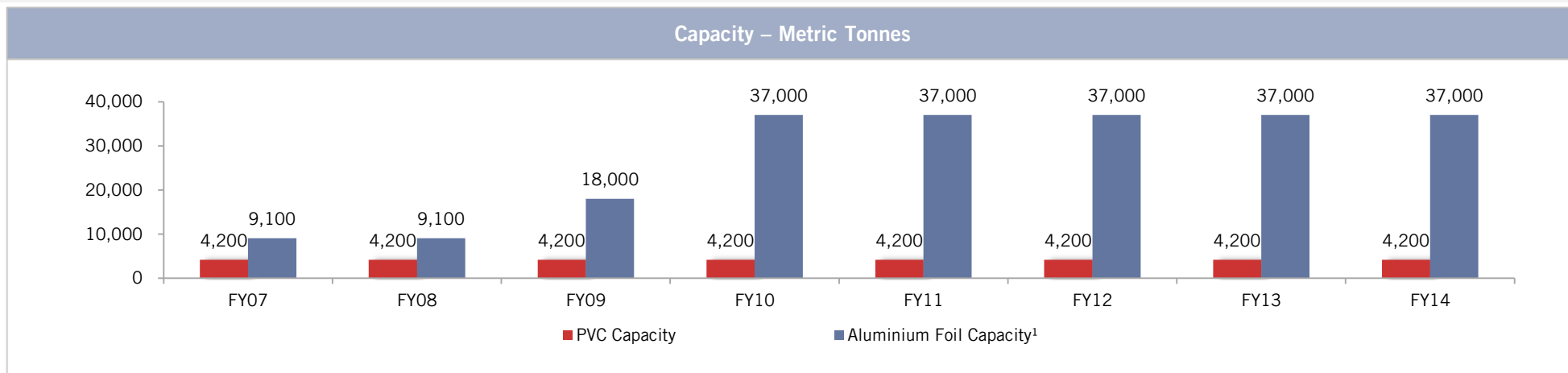
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In the last 4 years Company has invested c. US\$67 million in Gross Block primarily for capacity augmentation

Company is at the end of its investment cycle

Already in active discussion with certain pharmaceutical companies to supply new innovative products at premium pricing

Capacity in place to tap global markets with export contribution expected to increase to c. 30%-40% in next 2-3 years

EBITDA margins and Cash Flows of the Company expected to improve significantly on the backdrop of above mentioned steps

(1): Installed capacity at an average gauge of 27 microns

Way Forward

Plans to become a leading global player in the packaging industry

Maintaining Position of Strength in India

- ❑ Volume based long term contracts with key customers
- ❑ To become major suppliers for the top brands of our key customers yielding higher revenues
- ❑ Plans to launch specialized products using innovation and technology to create substantial entry barrier
- ❑ Foray into new product segments in Aluminium foil packaging
- ❑ Match the growth rate of pharma and FMCG industry

Expanding Global Presence

- ❑ Company is close to finalizing global business partners in Latin America, Europe and Asia Pacific
- ❑ Global business partners to leverage Ess Dee's manufacturing capability
- ❑ Ess Dee to benefit from local knowledge of business partners to increase penetration in these markets
- ❑ Plans to replicate hub and spoke model by creating spokes in key strategic locations outside India and leveraging the hubs in India
- ❑ Ess Dee is looking to leverage its existing partnership with MNCs working in India to expand the business in other geographies; already in advanced stage negotiation with key customers for global launch of their products
- ❑ Recent collaboration with Chemnitz university will enable Company to develop niche products for Europe and American Markets