

Market Overview of Corrugated Boxes in India



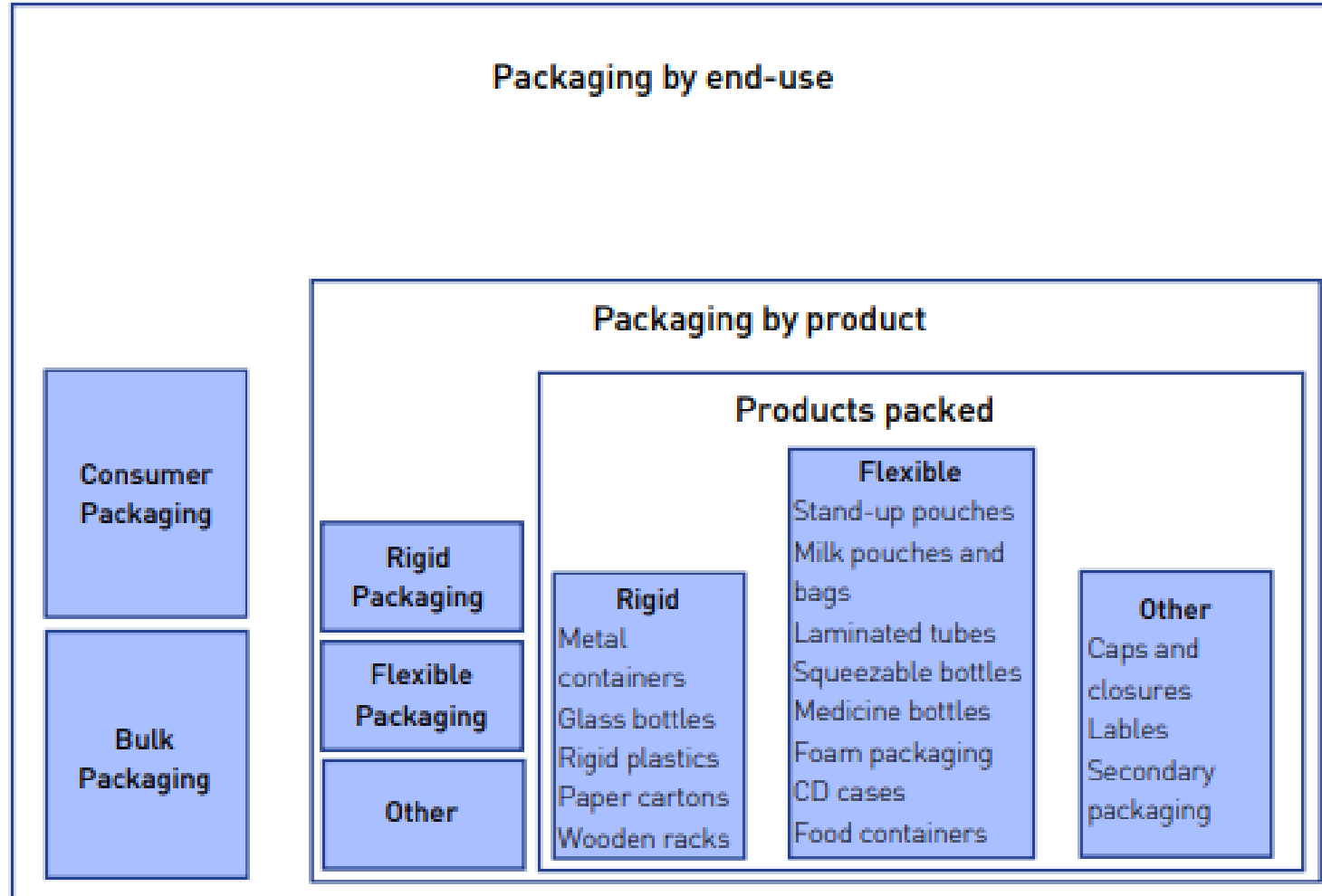
Indian Packaging Industry

- The Indian packaging industry is growing at 14-15% annually. This growth rate is expected to double in the next two years.
- According to the Indian Packaging Institute, Indian Packaging industry is USD 14 billion and growing at more than 15% p.a. These figures indicate towards a change in the industrial and consumer set up.
- The flexible packaging segment is estimated to be growing at over 35 percent annually.
- The industry is comprised of a large number of manufacturers of basic materials, converted packages, machinery and ancillary materials.
- Currently, India is ranked 15th in the world for its paper and paperboard consumption and is expected to improve its rank in the future.
- Paper is the fastest growing substrate segment with a growth rate of 6-7%.
- The total demand for paper currently is estimated to be around 6 mn tones, of which about 40% is consumed by the packaging industry.

Market Data

- Laminated products including form-fill-seal pouches, laminated tubes and tetra packs are growing at around 30% p.a.
- There are about 600-700 packaging machinery manufacturers, 95% of which are in the small and medium sector located all over India.
- **Germany and Italy are the latest suppliers of packaging machinery to India and now the focus is also on Taiwan, Korea and China.**
- Indian packaging machinery imports are USD 125 million.
- Indian packaging machinery exports are rapidly growing.
- India's per capita packaging consumption is less than USD 15 against world wide average of nearly USD 100.
- The large growing middle class, liberalization and organized retail sector are the catalysts to growth in packaging.
- Food and Pharma packaging are the key driving segments.
- **India's imports at 20 & 25% of its total packing machinery which indicates further opportunities for Italian companies to explore.**

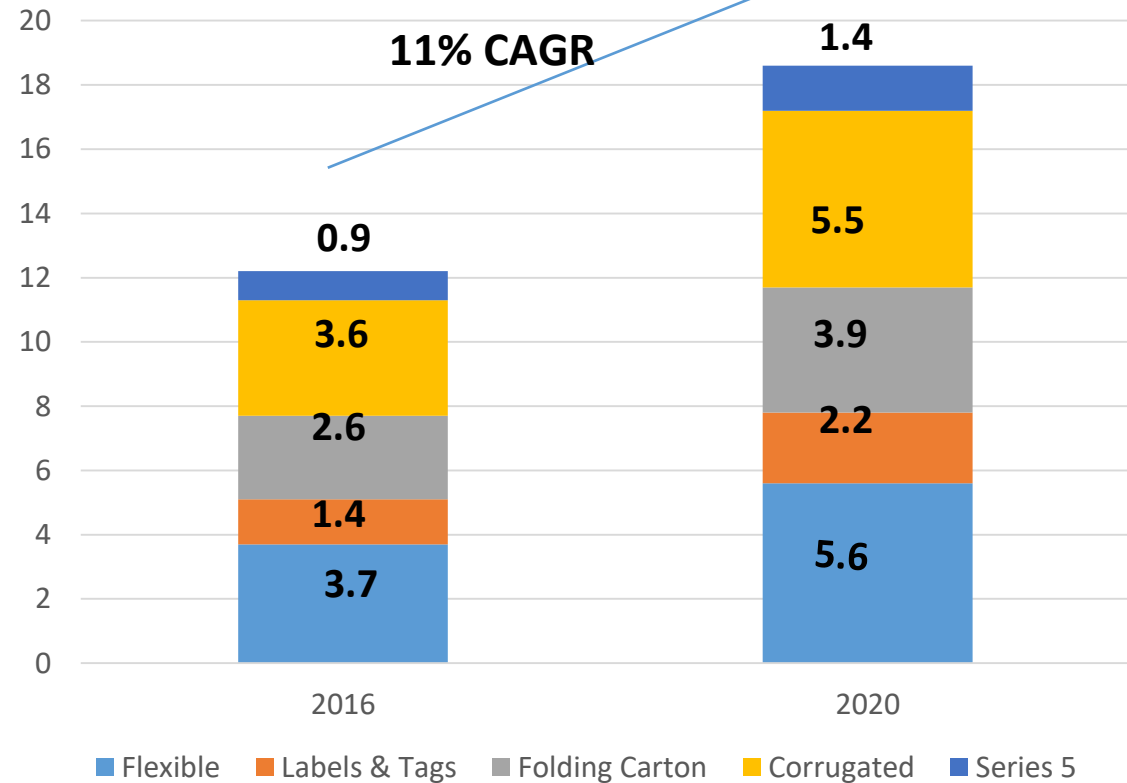
Types of Packaging



Packaging Market Segmentation

- India is the fastest-growing print packaging market across all segments, growing on average 12.4% per year in local currency terms in 2016-20.
- Since 2011, India went from being the 8th largest print packaging market to 5th in 2016. It will pass Germany in 2020, and it will be just \$557m behind 3rd-placed Japan.

Packaging market by segment in India in 2016 and 2020 (US\$)

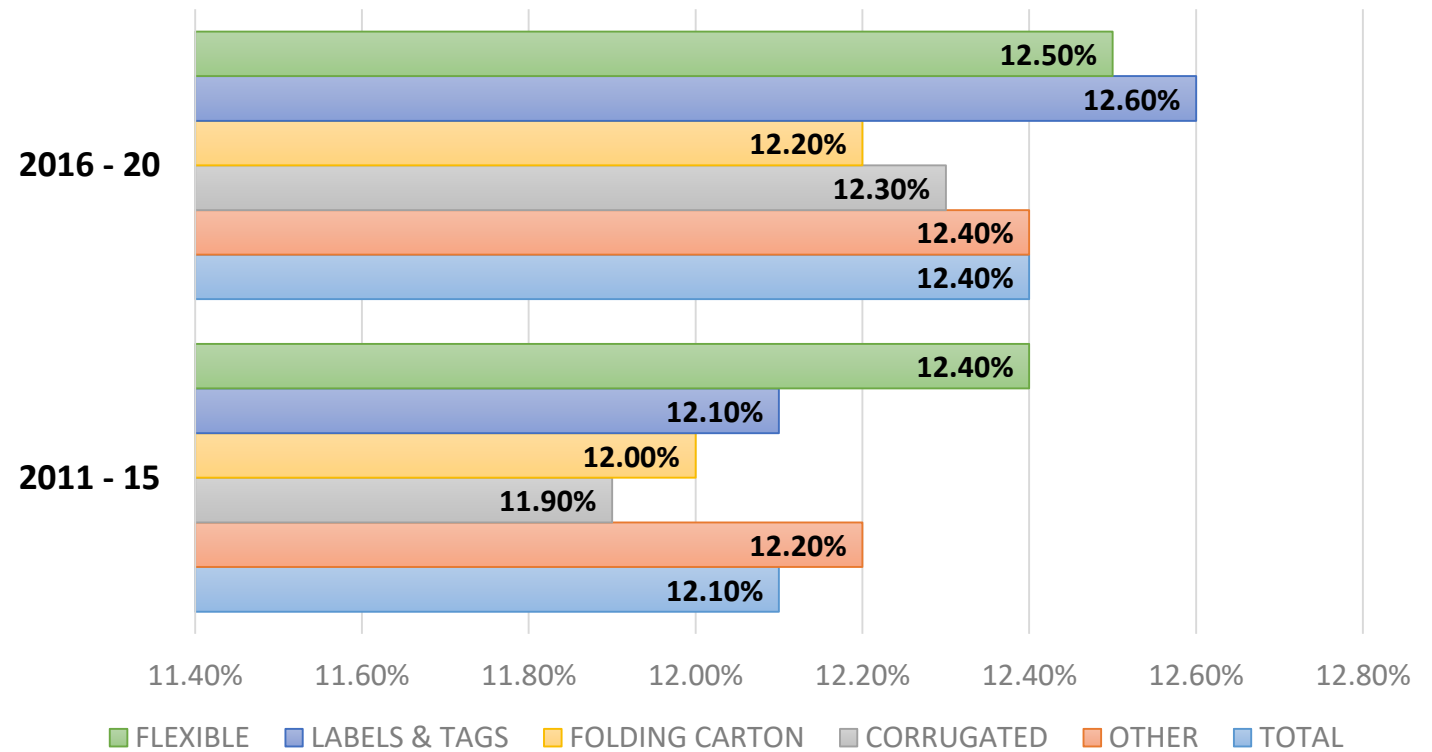


Note: Compound annual growth rate in US dollar terms. Source: EIU.

Packaging Market Segmentation

Segment Growth in India

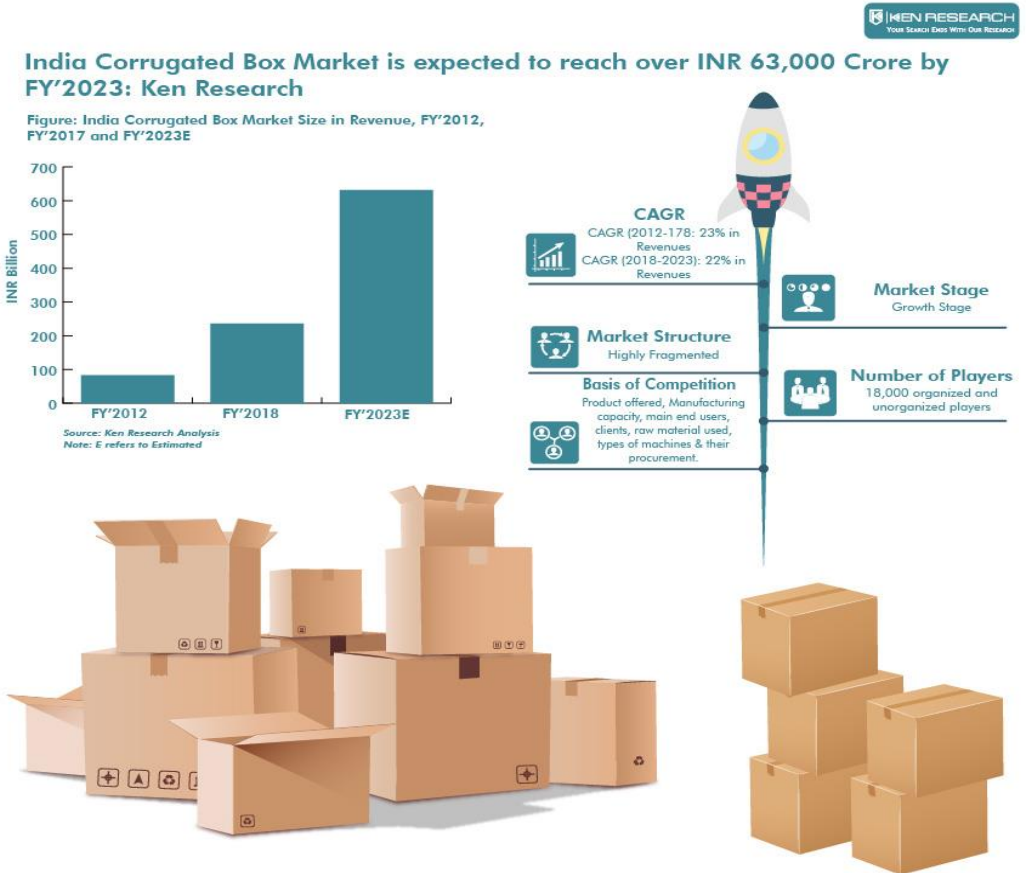
- The flexible print packaging market in India is much larger than folding carton. However, the folding carton segment in India is still sizable because of exports, in particular luxury goods and cigarettes.
- According to experts, the fast-moving consumer goods and food goods are the sectors that offer the best opportunities for print packaging.



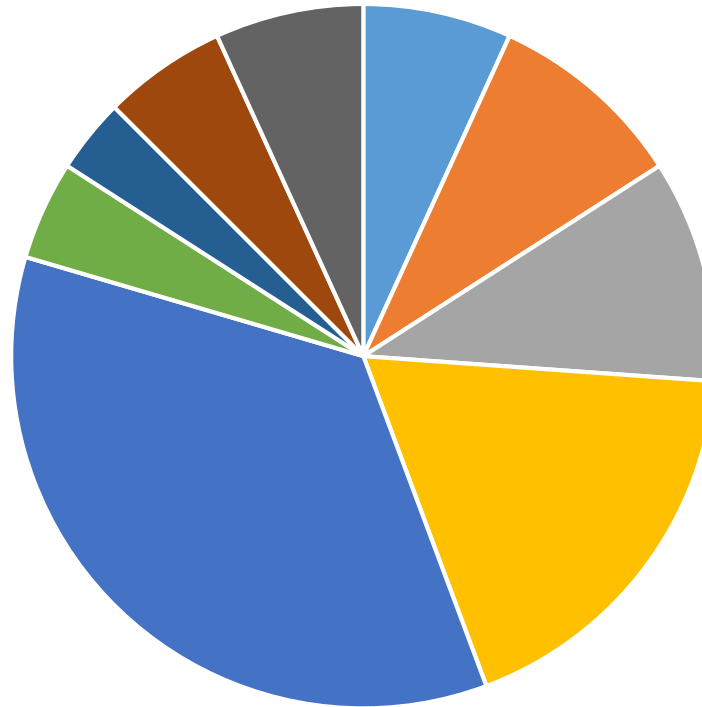
Note: Figures presented are compound annual growth rates in local currency terms.
Source: EIU.

Corrugation Industry in India

- The booming Indian economy and a flourishing organised retail have raised the expectations that consumption of corrugated packaging will begin to expand again as the number and volume of goods packaged in corrugated increases.
- The industry is converting about 2 million tons of Kraft paper into corrugated boxes.
- More and more in-line automatic plants are being set up, as corrugated box makers gear up to meet the new demands for high precision boxes with attractive graphics and large integrated production capacities.
- Approximately 5500 Units are in existence and around 15 Units across India have adopted Automatic 3/5 Ply plants and rest are having Semi Automatic Machines
- Biggest corrugators have operation size of 1500 M.T. to 3000 M.T. per Month



Consumption of Corrugated Box Market by End Users



■ Beverage Manufacturing

■ Wholesale Trade

■ Retail Trade

■ Agriculture, Forestry, Fishing & Hunting

■ Food Manufacturing

■ Chemical Manufacturing

■ Paper Manufacturing

■ Ecommerce

■ Plastics & Rubber Products Manufacturing

Organised & Un-organised Industry Structure

Particulars	Organised	Unorganised
Share of Total Corrugated Production in India	45%	55%
Ratio of Players	10%	90%
Location Near metros	Delhi, Mumbai, Kolkata, Bangalore, etc	Key pockets - Karnataka, Mumbai, Hapur, Chennai, Hyderabad, Gujarat, Kolkata, etc.
Technology	Automatic or Semi Automatic machines	Manual production, labor intensive
Production Capacity	1,000–1,500 tonnes / annum	Lower than 100 tonnes / annum
Key players	Wadpak Limited, Sharda Packaging, Pack Kraft, Perfect Group, Horizon Packs, Securipack etc.	Allwyn Paper Box, Durable Corrugating, Packman, Shanti, Parth Packaging etc
End User	Segment Focus Processed Food, Electronic Goods, Textiles, Consumer Durables etc.	Food and Beverages, Consumer Durables, Packaged Fruits, FMCG etc.

Industry is fragmented and dominated by micro, small and medium enterprises. However, tide of liberalization and globalization has brought in a trend wherein Indian manufacturers are more willing to upgrade technology and have completely automatic lines

Paper & Paperboard Consumption of India

Particulars	India
Population (Million)	1324.0
Total Pulp/Paper/Paperboard Production (MT)	14.961
Corrugated/Packaging	7.603

Top 5 Paper & Paperboard Producing Countries (Million Metric Ton in 2016)

Countries	Million MT			
	Production	Imports	Exports	Net Consumption
World	409.0	109.5	111.2	407.3
China	112.6	4.5	7.7	109.5
USA	71.9	9.3	11.0	70.1
Japan	26.1	1.6	1.7	26.0
Germany	22.6	11.2	13.3	20.5
India	15.0	3.0	0.76	17.2

Corrugated Production Per Capita Estimates 2011-2016

2011

Particulars	Population (in Mn)	Corrugated Production (in Msm)	Per Capita (in Msm)
China	1,348	50,341	37
India	1,207	6,275	5
Indonesia	240	4,525	19
Thailand	64	3,146	49
Total Asia	3,254	68,791	21

2016

Particulars	Population (in Mn)	Corrugated Production (in Msm)	Per Capita (in Msm)
China	1,382	68,639	50
India	1,289	9,566	7
Indonesia	255	6,876	27
Thailand	66	3,810	58
Total Asia	3,423	94,772	28

India's corrugated production per capita is one of the lowest in the world indicating huge potential for growth and investment in the industry

Market Segmentation

5 Ply/Box has dominated the market as these boxes are now manufactured through fully automatic machines which increases the strength of the box and is used in place of 7 ply and 9 ply type of boxes.

End Users – Automotive, textile, ecommerce and electronics contributes to the robust share followed by FMCG sector.

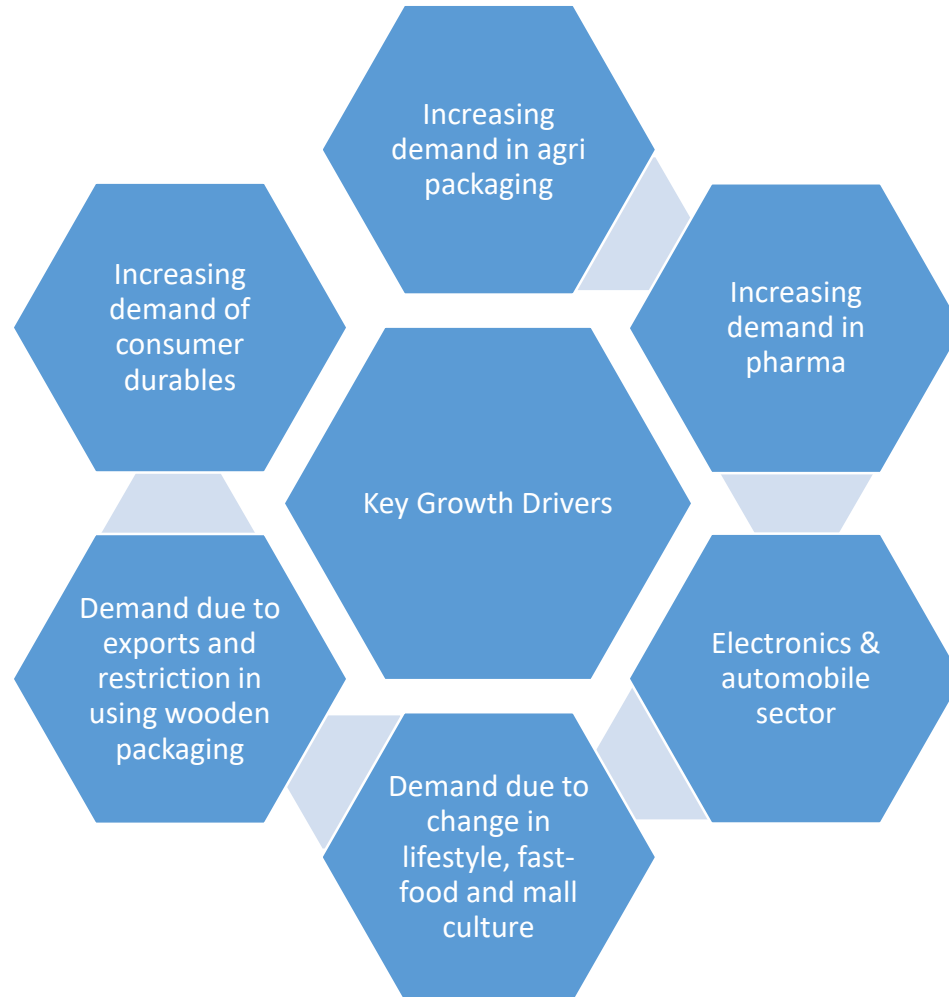
States - In FY'2018, Gujarat has dominated India corrugated box market followed by Maharashtra, Himachal, Tamil Nadu, West Bengal and UP has followed Gujarat during FY'2018.

Slotted Boxes - In FY'2018, regular slotted type of box has dominated the market. Regular slotted boxes are most preferred as they are easy to manufacture and moreover, the production is also fast.

Key Trends

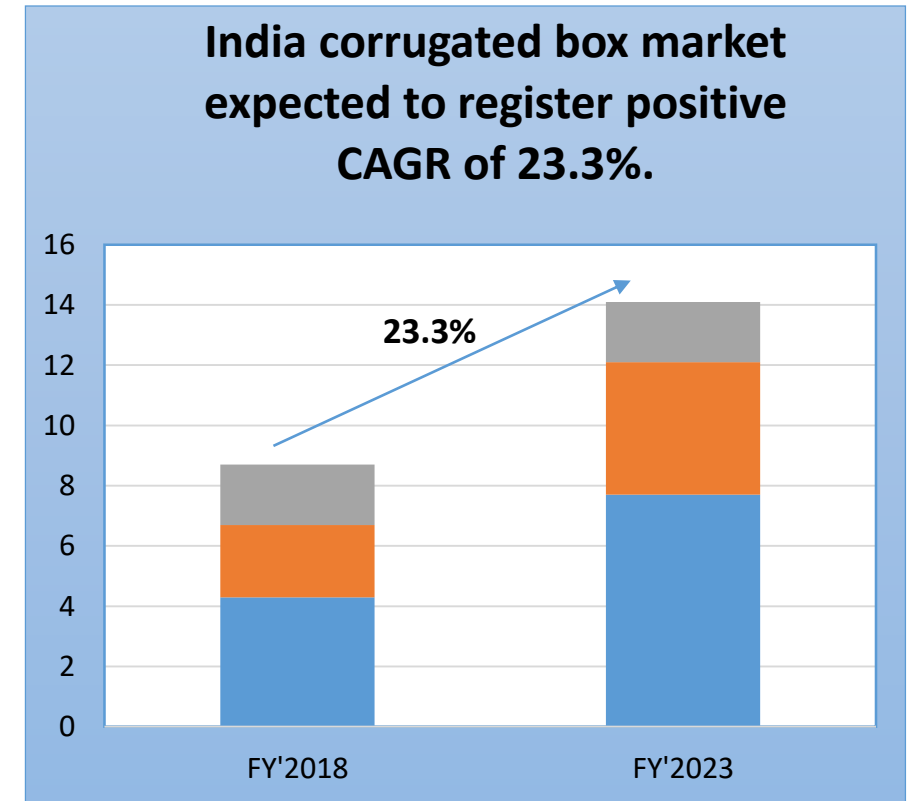
- Increasing demand and high volumes will trigger consolidation and setting up of large automatic plants.
- Inline Automatic Board and Box making plants will replace the present semi automatic production processes.
- Deployment of Folder Gluers, Rotary Die- cutters is also on the increase.
- Use of corrugated for display/promotional packs, POPs and dispensers is becoming popular.
- Advances in multicolour flexo printing will facilitate in-house flexo printing and do away with screen printing, contract printing on offset presses.
- The emergence of e-commerce, reverse bidding, concept of First Pak will give large scale units the advantage of competitiveness and the concept of locating corrugated box units nearer to user locations will become redundant.
- Large Corporates and Bulk users of corrugated boxes looking for single source/multiple alternative vendors – capable of meeting stringent specifications, offering alternative designs, just-in-time deliveries at optimum cost.
- Growing interest in machines made in China, Taiwan and other Asian countries is now meta-morphing to next level of European machines.
- Many Indian machinery manufacturers are entering into alliances with Chinese, Taiwanese & European manufacturers for manufacturing/marketing.

Corrugated Box Market in India – Key Growth Drivers

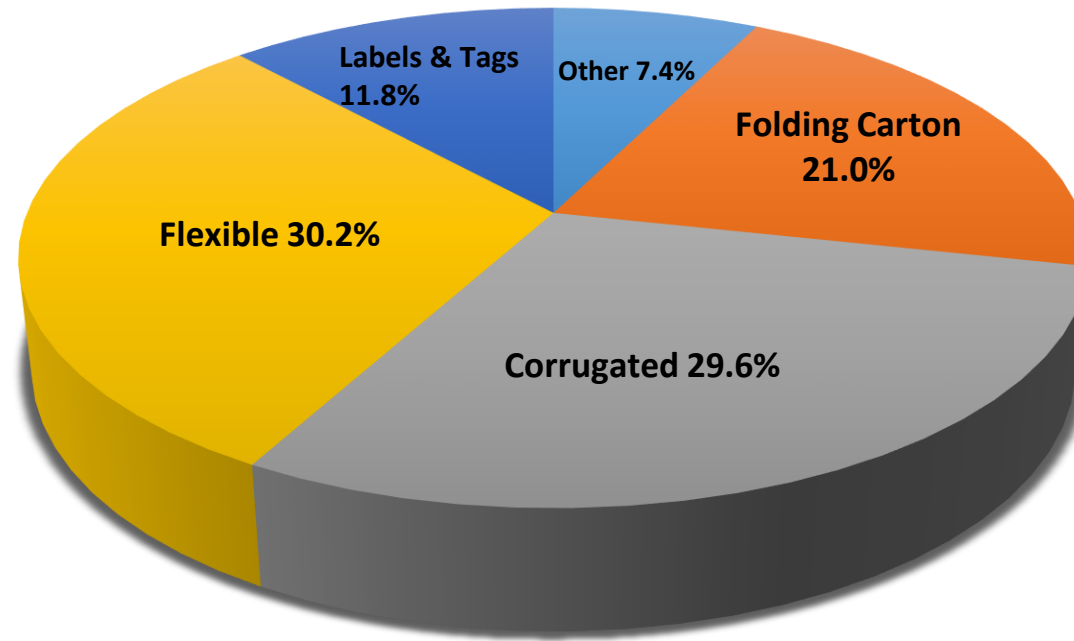


Future of Corrugation Industry

- The future of Automatic Corrugation Line is very bright
- Semi Automatic plants will face difficult time and their future is BLEAK
- E-flute Cartons will have great demand due to their edge for high quality printing and greater performance
- India corrugated box industry is expected to increase at a CAGR of double digit CAGR in between the FY'2018 and FY'2023 in terms of revenue due to the elevating demand from the end user segment in order to store and transport their end products.
- Increasing the demand of safe and cushioned packaging of the product will augment the growth of India Corrugated box market.
- The procurement of latest technology machines from China, Taiwan and other Asian countries by manufacturers in order to make production fast and accurate will also drive the future of India corrugated box industry.



India's Packaging Market Share in 2020



■ Other ■ Folding Carton ■ Corrugated ■ Flexible ■ Labels & Tags



05-06-07 SEPTEMBER, 2019

**INDIA EXPO CENTRE, GREATER NOIDA
DELHI-NCR, INDIA**

ONE INDUSTRY, ONE SHOW!

**INDIA'S MOST
TRUSTED EVENT ON
CORRUGATED PACKAGING**

www.IndiaCorrExpo.com



In Partnership with



Co-located Events



Co-organiser



Organiser



Sino Corrugated – India Corr Expo

IndiaCorr Expo is the leading event in India serving the entire value chain of the corrugated packaging industry. Over the span of 6 years, the show has evolved as the focussed event in the industry where exhibitors and visitors both build strong relationship and secure crucial business deals.

The event showcases solutions from corrugated board making equipment's to corrugated box machineries, ancillary equipment's, raw materials from industry leaders of India and abroad. The show has a concurrent conference ICCMA congress which is attended by the leading corrugated packaging manufacturers in India.

CO-LOCATED SHOW



CO-LOCATED SHOW



CO-LOCATED SHOW



Co-located Shows

CO-LOCATED SHOW



India Flexography Expo is a unique platform, bringing together a wide range of solutions ranging from raw materials to machinery. The expo takes pride in being the only one to touch upon the nerve of flexography printing and thus carving a niche space for itself in the industry. The core aim of India Flexography Expo is to empower the manufacturers and end users with knowledge and right business opportunity, creating a conducive business platform.

CO-LOCATED SHOW



India Folding Carton is a unique show with special focus on the folding carton industry. Showcasing the best solutions involved in the process from manufacturers and dealers of pre-press equipment, carton making machinery, printing machinery and post-print equipment. The show is designed to serve the industry needs with solutions that makes it possible for Folding Carton Industry to meet the challenges and capitalise on the opportunities in a rapidly changing paper needs.

Featured Zones



Digital Printing Zone is mainly the Digital Printing solutions for the corrugation and folding carton industry catering to Digital Printer Manufacturer, Inks, Lamination, Software's, Converters, Packaging Consultants & Designers, Printers.



Paper Zone at India Folding Carton is for manufacturers, dealers and importers of paper, paper roll and board to showcase the entire Indian paper industry. Products and solutions on display will be beneficial for printers and converters.



The **Ink Zone** is a focussed zone where Ink Manufacturers and dealers shall be participating from India & Aboard and shall be showcasing their solutions for the Industry.

Leading Associations of India

Corrugation Industry in India is a mixed industry where corrugated packaging companies have machinery ranging from automatic plants to semi automatic to manual plants; with 90% business with organised sector. There are two major associations in the industry:

Federation of Corrugated Box Manufacturers Associations (FCBMA)- The Federation of Corrugated Box Manufacturers (FCBM) of India is the apex body of India's corrugated packaging industry with a membership of over 2000 corrugated box manufacturers. Established in 1971, the Federation comprises of 12 Associations, each representing a geographical area of the country.

Indian Corrugated Case Manufacturers Associations (ICCMA)- An international association in the corrugated paper packaging industry. It is being brought up for the purpose of providing to its members those services and activities that can be most effectively conducted by an international organization.

India Corr Expo associates with ICCMA to create a platform for all industry professionals to gather under one roof to discuss & deliberate on the way forward. ICCMA Congress is an extensively planned and a focused event, which is being designed by the experienced industry association veterans. It is a concurrent event with the IndiaCorr Expo, which is being organised in partnership by ICCMA & Reed Manch Exhibitions.

Product Categories

India Corr Expo – Who should exhibit?

- Corrugated box making machinery
- Printing and lamination machines
- Testing equipment's
- Adhesives
- Inks
- Ancillary equipment
- Kraft paper
- Software's

India Folding Carton– Who should exhibit?

- Pre-press Equipment
- Printers
- Folding Carton Converting Equipment
- Rigid Box Converting Equipment
- Paper Bag Manufacturing Equipment
- Software, Auto-control system
- Plant Auxiliary Equipment
- Testing Machines
- Consumables and Spare Parts

India Flexography– Who should exhibit?

- Conveyer Belts
- Flexo rolls
- Paper Dyes
- Lamination solutions
- Flexo inks
- Adhesives

Snapshot of 2018



7,012 trade visitors



12 exhibiting countries



200 exhibiting companies



454 conference delegates



240 VIPs attended



587 GoConnect: business match-making meetings

Show Promotion Plan

Upcoming India Folding Carton 2019 will be promoted using following promotional tools:

- E-mailer campaign to Printers, Converters, Printing and service industry professionals from India and Abroad
- VIP Program
- Targeted face-to-face meetings with user industry professionals
- Newspapers advertisements
- Trade Magazine barter advertisements
- Reach out to industry association members
- Printed newsletters
- Cross promotions at industry events

Key Activities

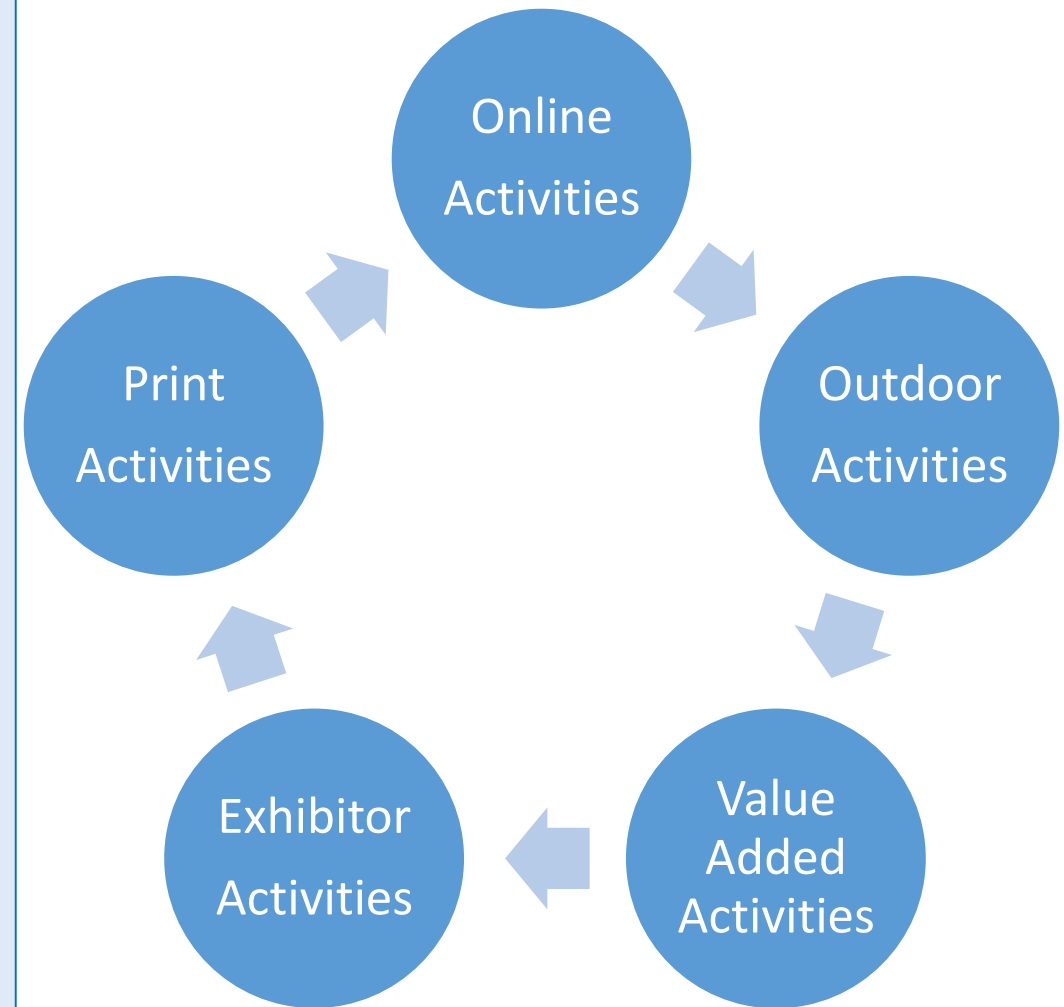
Online activities: promotion through show website, search engine marketing, social media marketing, online display advertising, e-mailing campaigns, web analytics and tie-ups with online industry portals.

Outdoor activities: promoting event in emerging industrial hubs and zones using hoardings.

Value added activities: creating value driven offerings for attendees including business matchmaking program, VIP buyer program and a dedicated visitor concierge desk.

Print activities: publishing industry news and newsletters, circulation of printed invites to show partners, press advertisements, direct visitor invites, VIP invites, personalized letter invite brochures etc.

Exhibitor activities: providing exhibitors online and print materials and tools for self-promotion.



Key Activities

One-on-one meetings: one to one meetings during the show between visitors and exhibitors

Event Call Centre: A team of tele-marketers are dedicated for managing queries and for providing information to our visitors, VIPs and exhibitors.



VIP Buyer Programme: Top 5,000 business buyers from various industries are shortlisted and approached to attend the event. As VIPs, they are offered a bunch of benefits which make their visit special to the event.



Key Activities

We assist our exhibitors with various marketing tools & measures. These marketing initiatives helps them to leverage as well as measure their success at the show

Here's an overview of some of the key tools/activities we undertake to promote your product/brand:

Exhibitor Signature | Web Banner | E-mailer | Personalised Exhibitor Invitation Cards | Personalised VIP Invitation Cards | Product Profile in E-newsletters & Printed Newsletters | Social Media Postings | Logo on show website | Product Segment specific press releases on show website | Interviews of top exhibiting brands published on website & e-newsletters

