



Vikas Multicorp Limited

CIN : L25111DL1995PLC073719

August 18, 2020

Listing Compliance Department
National Stock Exchange of India Limited.
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BSE Limited.
Phirozee Jeejeebhoy Towers,
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NSE Symbol: VIKASMCORP

Scrip Code: 542655

Dear Sir/Madam,

Corporate Announcement:

Foray in to 'Food protection and Personal Hygiene' segment of FMCG Industry
Acquisition of Prestigious Brands for Aluminium Foil and Tissues
'HOMEFOIL', 'CHAPATIWRAP', 'CLEANWRAP' & 'MISTIOUE'

We, Vikas Multicorp Limited pleased to announce that the Company has decided to enter into 'Food protection and Personal Hygiene' segment of FMCG Industry with the total investment of approx Rs. 100 Crores in 2 years and has signed a definite agreement for acquisition of a portfolio of trademarks, comprising of popular and well established national brands

Food Protection	1. HOMEFOIL	for Aluminium foils, Casseroles and sheets
	2. CHAPATI WRAP	
Personal Hygiene	3. CLEANWRAP	for Cling films
	4. MISTIQUE	for tissue products

"HOMEFOIL" is undisputedly No.1 National Brand.

In fact, "HOMEFOIL" become synonym for the Aluminium foils in India.

With the acquisition of the prestigious 'Brand Portfolio', the company is initiating the process to identify and acquire an existing plant for manufacturing these items. In the interim, alternate arrangements are being made to produce these products through third party contract manufacturing.

Rational for venturing into 'Food protection and Personal Hygiene' segment of FMCG Industry, brand acquisition, market size and brand's positioning, industry etc. are enclosed herewith at Annexure I

You are requested to take the information on record and oblige.

Thanking you,

Yours Faithfully,

for Vikas Multicorp Limited

Chandan Bhardwaj
Chief Financial Officer



Annexure -I

Corporate Announcement:

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Rational:

The demand of aluminium foil and tissue paper products in India has been growing at fast pace and is expected to continue to grow in view of present per capita consumption is quite low. With the changing lifestyle, urbanization and increasing requirement of food packaging would be the key factors for sustaining the growing demand.

Post Covid-19 certain changes are expected in consumer behaviour which also impetus the pace further.

Product Uses:

Aluminium Foil	Aluminium is the only certified medium for food wrapping, which is hygienic, retains aroma and heat of the packed item. It is used widely for food wrapping in household, for takeaways from food joints, restaurants, and for catering in Airlines, Railways, and Parties.
Cling Films	Cling Films is a thin plastic film commonly used for sealing and securing food items in containers to keep fresh and with increasing awareness, consumption of Cling Films is also bound to increase manifolds.
Tissues	Highly absorbent and soft tissues are in huge demand as a personal hygiene items. Generally tissues are made using virgin fibre to deliver superior quality and hygiene as the need to be soft and absorbent. However with the improved technology innovations, these days tissues are made from recycled material as well from regenerative forest sources.

Market Size & Brand's positioning

The current aluminium Foil market size in India is about 200,000 MT per annum, in value terms of about Rs. 7,000 crore. These brands have market share of about 6% in the Indian market.

The tissue paper market in India is about Rs. 5,000 crore, out of which the branded tissues market is about Rs. 2000 Crore. The Mistique brand has almost 10% share in the branded tissues category.

These brands have evolved over a period of three decades and are well established names in the domestic market, enjoying very visible and prominent presence in the market at more than 10 Lac retail counters across the nation besides being sold to prestigious institutional customers like:

- i) Taj group of Hotels, Meridian, Maurya Sheraton, Oberoi, Inter-continental, Hyatt, Marriott and all other big hotels
- ii) All the big Hospitals like Apollo, Escorts, Max, Gangaram, Vimhans, Fortis, Moolchand etc.
- iii) Airlines like Air India, Jet Airways, Jet light, Alliance Air etc.
- iv) Canteen Stores Department (CSD)
- v) Railways and Airport Authority of India

In addition, these brands enjoy significant present in all big retail chains and online platforms. In international markets particularly in UK, Middle East, European countries these brands have good recognition.





Industry Overview:

With these brand acquisition, Vikas Multicorp is eyeing to enter into aluminium home segment and other allied products in an organised manner.

Till recent past Indian foil market is crowded with a large number of small converters which buy aluminum from existing players and convert them into foils. Hindalco is the only major player with national presence through its recognized brands like Freshwrap and Superwrap. However, even Hindalco is not focused for household foils and does not have an organised marketing structure for the same. Whereas Household Aluminium Foil have acquired prominent place in kitchen thus witnessing a growing of about 30-40% in last few years.

Ban on plastics is also driving the growth. Studies done in states like Maharashtra, Karnataka and Kerala wherein ban on use of plastics was imposed first, sale of Aluminium Foils increased by 50%.

Still, India has very low per capita packaging consumption, stood at 4.3 kgs, as compared other to developed countries, for example it is 42 Kgs and 19 Kgs in Germany and Taiwan respectively.

The Company is planning to foray in to complete solutions for Food Protection, Packaging and Personal Hygiene needs of Indian households at one stop shop.

Growth Drivers:

- **Growing Disposable Income** is encouraging Indian population to make regular use of hygienic and aesthetic solutions, which were once considered expensive and reserved for special occasions
- **Rising Working Population, focus on education** are also resulting in increasing requirements of packed home cooked food at workplace and personal hygiene products
- **Favourable demographics and changing Consumer preference**
- **Increasing awareness towards Health & Hygiene**
- **Paradigm shift in Resultant Business**, both online food delivery channels and trend of centrally prepared food in multi franchise outlets are resulting in huge demand
- **Changing food preferences**, westernisation of food preparation methods encouraging more food items being prepared through baking, grilling and steaming processes, requiring more aluminium foils, casseroles etc.
- **Technological innovations:** Growing consumer preferences for innovative designs embedded in aluminium foils is expected to have a positive impact on the household aluminium foils market growth
- **'No to China':** In the current Covid-19 sentiments, most of the nations are against buying Chinese products. This bores well for India, which has a positive image in world market

