

## **ChrysCapital picks up minority stake in Parksons Packaging**

Mumbai based Parksons Packaging, one of India's leading manufacturers and exporters of printed and laminated folding cartons, has received Rs 50 crores in private equity investment from ChrysCapital in return for a minority stake. The company will use the proceeds to fund its future expansion plans. MAPE Advisory Group, acted as the sole financial advisor to Parksons Packaging Limited.

### **About Parksons Packaging Limited**

Parksons Packaging, a leading converter of printed and laminated folding cartons was established in 1996 by Mr. Ramesh Kejriwal and is managed by him along with his two sons and a highly qualified team of packaging professionals. The company enjoys the reputation of being an end-to-end packaging solution provider with a focus on quality and innovation. Parksons has always been a pioneer in its field – from successfully employing new, cutting-edge technology such as UV for printing on non absorbent substrates like plastics to achieving the highest quality accreditations in the industry. The Company's state-of-the-art manufacturing unit is located in Daman and plans are currently underway to establish a new plant at another strategic location as part of the expansion initiative. Parksons today has a rich portfolio of blue-chip clients spanning sectors like pharmaceuticals, FMCG, food & beverages and household products. The Company is also servicing customers within new, emerging industries such as electronics and other white goods.

Catering to, both domestic as well as the international export markets, Parksons Packaging's list of blue-chip clients includes global giants such as HLL, L'oreal, Godrej, McDonalds, Kelloggs, Cadbury, Wockhardt, and Ranbaxy.

Commenting on the transaction, Mr. Kejriwal said "We are glad to have an investor like ChrysCapital to partner with us in our future growth initiatives. With the boom in organized retail and the changing consumer perceptions, packaging will be the key differentiator for all brands. In addition, the emergence of new industries such as electronics and other white goods segments that require high quality packaging will provide a huge impetus to the sector. Add to this the huge untapped market to export packaging globally".

Parksons Packaging is the first investment from ChrysCapital's recently closed US\$ 550 mm fourth fund. Commenting on the transaction, Mr. Kunal Shroff, Managing Director, ChrysCapital mentioned "Parksons has the right combination of being a well managed company operating in a space that has tremendous opportunity for future growth – key factors we look for in all our

investments. With its strong commitment to Innovation and Quality Parksons is well poised to exploit this potential.”

**About ChrysCapital**

With over 30 investments since 1999, ChrysCapital has valuable experience in investing across a breadth of sectors that leverage growth in the Indian Economy. ChrysCapital manages around \$1 billion across four funds and has a track record of building several world class companies like Mphasis, Spectramind, Suzlon, Gammon and UTI Bank.

**About MAPE Advisory**

MAPE Advisory Group is a boutique investment bank focusing on mid market mergers and acquisitions, private equity and debt syndication. Founded by three senior Merrill Lynch bankers in 2001, MAPE has executed about 30 transactions with a total deal size of more than \$400 Mn in sectors such as Technology, Engineering, Pharma, Consumer Goods and Financial Services. For more details please visit [www.mapegroup.com](http://www.mapegroup.com)

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