

Rollatainers continues to build on its recently established food business

Acquires the Barista brand with 190 retail outlets

Second largest coffee chain in India with international presence

NEW DELHI, India, August 11, 2014 – Rollatainers Limited (BSE: 502448), referred to as “Rollatainers” or the “Company”, one of India’s leading consumer packaging, restaurant and food services companies, announced today that through its wholly owned subsidiary Carnation Hospitality Pvt Ltd (“Carnation”), it has acquired “Barista Coffee Company Ltd.”, a wholly owned subsidiary of Lavazza.

Barista operates the second largest coffee chain in India with a presence in the UAE, Sri Lanka, Nepal, Bangladesh and Myanmar. The outlets in India are predominantly company owned and operated in the standard espresso bar format. International outlets are all operated through franchise or joint venture agreements. Carnation now fully owns the Barista brand in India with no ongoing franchise or licensing obligations to Lavazza.

Outlet locations vary across the portfolio but are mainly focussed on high streets, malls and corporate offices. Business operations include a commissary in Gurgaon to cater to the Delhi and NCR requirements and to supply third party customers, an ice cream plant with monthly production capacity of 65,000 litres and four warehouses located at Gurgaon, Mumbai, Bengaluru and Kolkata.

Rollatainers had recently announced its entry into the food business, through its subsidiary Carnation in a joint venture with IMM for setting up Jamie’s Italian restaurant franchise in India. Carnation also entered into business purchase agreements with Welgrow Hotel Concepts Pvt Ltd, which owns and operates Sartoria and Kylin and with Mapple Hospitality Pvt Ltd, which owns and operates Mapple Foods.

Rollatainers has a longstanding presence in the consumer packaging industry, in particular as a supplier to the fast moving consumer goods (FMCG) sector. The Company has a track record of successfully partnering with its high profile FMCG customers including Amul, Britannia, Conagra Foods, Ferrero India, Lotte, Nestle, Pepsico, Perfetti Van Melle, Tata Global Beverages and Unilever.

The recently created food business is a natural extension for Rollatainers into the attractive consumer food segment and also leverages its existing experience of working with international brands. The entry into the coffee sector complements Rollatainers’ existing presence in the casual and fine dining restaurant sectors, and food services sub-sector.

Commenting on the acquisition, **Mr. Sanjay Chhabra, Director** said:

“This is a truly exciting development for Carnation, our recently formed food business subsidiary. Barista has a powerful brand in the minds of consumers and high quality pan India operations from which to build on. Our long term goal for Carnation is to create a high growth, profitable food & beverage business. The acquisition of Barista is a key component of our strategic plan and this journey”

Enquiries

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For further information on Rollatainers visit www.rollatainers.com

Safe Harbour

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