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For Immediate Release August 27, 2014

Rollatainers further strengthens the recently established food business

Rollatainers and IMM secure the long term franchise rights to the Wendy's restaurant brand in India

NEW DELHI, India, August 27, 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 it has entered into a 50:50 joint venture agreement with International Market Management Ltd ("IMM") for setting up the Wendy's® Restaurant franchise in India.

Rollatainers and IMM each have a 50% equity interest in Sierra Nevada Pvt Ltd. This joint venture company has entered into a license agreement with The Wendy's Company to develop and operate the Wendy's brand across India. The Wendy's Company (NASDAQ: WEN) is the world's third largest quick-service hamburger restaurant chain. The Wendy's system includes more than 6,500 franchised and directly operated restaurants in the US and 29 other countries and US territories worldwide.

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.

Recently, Rollatainers announced its entry into the food business, through its wholly owned subsidiary Carnation Hospitality Pvt Ltd ("Carnation"), by acquiring India's second largest coffee chain Barista with its 190 retail outlets and by entering 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. Carnation also entered into a joint venture with IMM for setting up the Jamie's Italian restaurant franchise in India.

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 pan India license agreement for the Wendy's restaurant brand enables Rollatainers' shareholders to benefit from the value creation potential in the fast growing quick service restaurant (QSR) sector. Entry into the QSR sector complements Rollatainers' existing presence in casual and fine dining restaurants, and food services sub-sectors.

IMM establishes and manages global consumer brands in India and Asia. As a local franchise or joint venture partner, IMM initially sets up brands and then operates these businesses in selected markets. IMM also manages projects for international brands through an end-to-end market entry process.

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

"We are delighted to announce the license agreement with The Wendy's Company. Being the third largest hamburger restaurant chain in the world, Wendy's offerings are clearly differentiated in quality and customer service. In particular, their fresh, wholesome approach to food will appeal to consumers and set a high standard in the Indian QSR sector. This agreement rapidly provides scale and value creation potential to the overall Rollatainers food business."

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Enquiries

A. Kumar +91 783 836 2645
Rollatainers *investor.relations@rollatainers.in*

Saket Somani +91 22 3953 7444
Churchgate Partners *saket@churchgatepartnersindia.com*

For further information on Rollatainers visit www.rollatainers.com

Safe Harbour

This release contains statements that contain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Rollatainers Limited (i.e. "Rollatainers" or the "Company") future business developments and economic performance. While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macroeconomic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Rollatainers undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances