



For Immediate Release

July 16, 2014

Rollatainers enters into the food business

Signed pan India development agreement for Jamie's Italian restaurants

Acquisition of Kylin and Sartoria fine dining restaurant chains, and Mapple Foods business

NEW DELHI, India, July 16, 2014 – Rollatainers Limited (BSE: 502448), referred to as “Rollatainers” or the “Company”, one of India’s leading consumer packaging companies, announced today that it has entered into the food business through its wholly owned subsidiary Carnation Hospitality Pvt Ltd (“Carnation”). Carnation has entered into a 50:50 joint venture agreement with International Market Management Ltd (“IMM”) for setting up the Jamie’s Italian restaurant franchise in India.

In addition, Carnation has entered into a business purchase agreement with Welgrow Hotel Concepts Pvt Ltd, which owns and operates Sartoria and Kylin. Carnation has also entered into a business purchase agreement with Mapple Hospitality Pvt Ltd, which owns and operates Mapple Foods.

Rollatainers has a longstanding presence in the consumer packaging industry and 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, Sahara Q Shop, Tata Global Beverages and Unilever. The entry into the 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. Rollatainers’ shareholders are expected to benefit from the value created by successfully participating in the restaurant and food services sectors.

Rollatainers, through its wholly owned subsidiary Carnation, and IMM each have a 50% equity interest in Dolomite Restaurants Pvt Ltd. This joint venture company has entered into a development agreement with Jamie’s Italian International Ltd to operate Jamie’s Italian brand restaurants across India. The first Jamie's Italian restaurant was opened in 2008 in Oxford, England. There are now 35 Jamie's Italian outlets in the UK, as well as nine international restaurants from Sydney to Dublin.

Commenting on the acquisition, **Ms. Aarti Jain, Chairperson of Rollatainers** said:

“This is an exciting development for Rollatainers as it enters the attractive restaurant and food services sectors. Jamie’s Italian provides an international specialty casual dining experience. The addition of Sartoria, Kylin and Mapple Foods also provides greater scale to the newly created food business. We are delighted to be working closely in partnership with IMM who have tremendous experience in developing global consumer brands in Asia. Our strategic mindset is completely aligned with our new partners and we share the same focus on developing a strong, profitable growth platform in India.”

