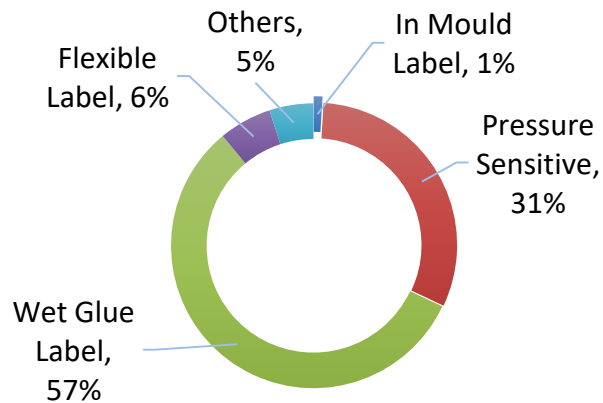


# Label Industry in India

- The label industry in India has expanded in the recent years backed by the growth of the organised packaging industry
- Domestic label industry has moved away from a western region focus and expanded in other regions including Tier II/ III cities and towns
- Label industry is fragmented with a significant presence of MSME enterprises
- A few international companies have ventured into the space either through direct subsidiary or through the acquisition route
- Label market in India is valued around INR 30 billion and is expected to grow at a CAGR of 15% over the next 5 years
- Wet glue label accounts for a major share of over 50%; however, pressure sensitive labels have witnessed increased demand

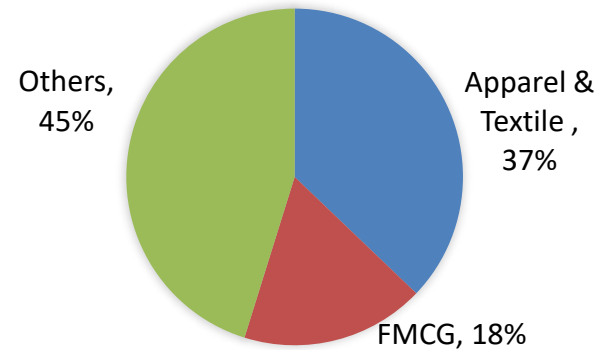
**Label market: breakup by type, 2016**



Source : Industry publications

- Shrink-wrap labels are most popular among FMCG manufacturers to cover irregular shaped rigid containers
- FMCG incl. food and beverage and textile & apparel are the growth segments for the label industry
- Other noted end use applications such as pharma, industrial lubricants, paints, electronics, automotive components and electrical appliances account for 4-5% of the market each

**Label market: breakup by end user segment, 2016**



Source : Industry sources, Note: \* Textiles includes Exports

- Traditionally, Indian label manufacturers invested in European machinery but more recently there is an increased influx of machinery imported from China and Taiwan; domestic label press manufacturers have also carved a market share
- Digital printing is yet to take off in a big way in India and label manufacturers prefer hybrid printing machinery over traditional offset printing

## Key Players

- Key converters include JK Labels, Interlabels Industries, Maharshi Labels, Ajanta Packaging, Janus International, Pragati Pack, Mudrika Labels, Super Label, Manasa Graphics and Webtech Industries
- Other players include, Renault Paper Products, Sel Jegat and Reynders Indi, SGR Labels, Universal Print System, Zircon Technologies, Letragraphix
- Established players are investing in multiple production facilities to cater to regional markets

## Recent Developments

- Dubai based JV company Paceman-CCL plans to invest US\$ 3.75 million to acquire 70% stake in Super Labels, Mumbai, a manufacturer of pressure sensitive labels
- Huhtamaki PPL-Webtech Labels has installed Omet iFlex label press machine at their plant in Sikkim
- Naraina-based Aditya Printers has installed a four-colour Komori GL 37 offset printing press and a Basysprint CTCP in its new facility
- Mumbai-based Mudrika labels has invested in a Vinsak 330 slitter review with an EyeC inspection system