MAX SPECIALITY FILMS LIMITED (MSFL)
A SUBSIDIARY OF MAX VENTURES & INDUSTRIES LIMITED

maxspecialityfilms.com
OUR GROUP
WHO WE ARE
DIFFERENTIATORS
THE MAX PORTFOLIO
CLIENTELE
AWARDS & RECOGNITIONS
CORPORATE SOCIAL RESPONSIBILITY
SPECIALITY SOLUTIONS

CONTENTS
OUR GROUP
On January 15th 2016, The Board of Max India Limited approved a corporate restructuring of the company.

Max Financial Services Limited (MFS) will focus solely on the group’s flagship life insurance activity, making it the first Indian listed company exclusively focused on Life Insurance.

Max India Limited (MIL) will continue to manage investments in the high potential Health and allied businesses, essentially comprising: Max Healthcare, Max Bupa, Antara Senior Living.

Max Ventures & Industries Limited (MVIL) will focus on Max Speciality Films, the global BOPP specialist that provides top-end packaging, labeling and lamination solutions. Group’s other interests in Real Estate, Education and Investment through Max Estates, MAX Learning and MAX I.

**WHY DEMERGER??**

- Structural Clarity
- Specific & Undiluted Access to Investors
- Advantageous Position
- “Make in India” Mission
- Sharper Focus
AFTER DEMERGER

MAX GROUP

HOLDING COMPANIES
- MAX FINANCIAL SERVICES
- MAX INDIA LIMITED
- MAX VENTURES & INDUSTRIES

OPERATING COMPANIES
- MAX LIFE INSURANCE
- Max Bupa Health Insurance
- MAX HEALTHCARE
- ANTARA SENIOR LIVING
- MAX SPECIALITY FILMS
- MAX LEARNING
- MAX INVESTMENTS

GROUP CSR CRM
- MAX INDIA FOUNDATION
Max Ventures & Industries Limited: The Group’s entrepreneurial wing takes flight
To explore business opportunities in line with the government’s ‘Make in India’,
‘Skill India’ and ‘Digital India’ initiatives

The holding company of Max Speciality Films Limited, the innovation leader in packaging, labeling and lamination films

Managing the Group’s interests in Real Estate (Max Estates), Education (Max Learning) and Intellectual and Capital Investments in sunrise sectors (MAX I)

To address the wider world of business opportunities in India and overseas, employing fresh standards of entrepreneurial excellence.

Click respective logos to visit company websites
Max Group is a multi-business corporate focused on people and service.

The recent merger between HDFC Life and Max Life Insurance has produced India’s largest life insurance company in the private sector; number two overall after LIC.

Healthcare Caring for Life
54:46 JV* with Life Healthcare, SA; 2,000 beds:13 hospitals

Health Insurance Enhancing Life
74:26 JV with BUPA Finance Plc, UK

Senior Living
100% Owned; Continuing Care Senior Lifestyle Community

Speciality Films
Niche high barrier polymer films & Speciality films

Corporate Social Responsibility
Focus on healthcare, children and the environment

Max India Group vision is “To be the most admired corporate for service excellence”

POSITIVE SOCIAL IMPACT
HELPFULNESS
CULTURE OF SERVICE
MINDFULNESS

EXPERTISE
DEPENDABILITY
ENTREPRENEURSHIP
BUSINESS PERFORMANCE

TRANSPARENCY
INTEGRITY
RESPECT
GOVERNANCE

SEVABHAV
EXCELLENCE
CREDIBILITY

* Max India currently holds 71.1% in Max Life and 46% in Max Healthcare.
MSFL HAS ROPED IN TOPPAN, JAPAN AS STRATEGIC INVESTOR IN 2017
WHO WE ARE
WHO WE ARE

- Fourth largest player in the country with a current capacity to produce 48 KTPA of BOPP Films. With the planned new line, the capacity will go up to 75 KTPA by FY18
- Strong R&D capability, India’s 1st NABL accredited and DSIR approved lab in flexible packaging industry
- Due to its **Speciality portfolio & focus** on customer service, MSF is able to **command a premium** for its products in India
- **In domestic market (which contributes 66%), a strong tie up with converters (81% of sales) provides innovation support**
- **In exports (which contributes 34%), MSF maintains a balanced portfolio** of direct customers & distributors (at 55%)
- Leader in product innovation and commercialization

LOCATION

- Plant is located at Nawanshahr, 250 KM North of Delhi, 55 KM from Chandigarh
- Land **129,500 Sq. Mts.**
- Covered land **38,640 Sq. Mts.**
- Office locations: Delhi & Mumbai
AT MSFL,
WORLD-CLASS PROCESSES LEAD TO CUSTOMER DELIGHT

**ISO 9001 - 2008** Quality Management System
**ISO 14001 - 2004** Environmental Management System
**OHSAS 18001 - 2007** Occupational Health & Safety Management System
**BRC / IOP (Food Safety)** - British Retail Consortium (with AA Grade)
**HACCP** – Hazard Analysis Critical Control Point
**NABL Accredited Lab:** The first and only one in the BOPP Industry in India
**DSIR** accreditation for R &D Lab

*MSFL will soon upgrade to the 2015 version of ISO*
BUSINESS EVOLUTION & INFRASTRUCTURE

4 METALLIZERS

1990

METALIZER 1

BOPP LINE 1 (3.6 KTA)

1996

THERMAL LINE 1, BOPP LINE 2

COATING LINES

1998

METALIZER 2

2001

THERMAL LINE 1, BOPP LINE 2

2003

METALIZER 3

2006

THERMAL LINE 3, COATING LINE 4

2007

THERMAL LINE 1, BOPP LINE 3

2009

THERMAL LINE 3, METALIZER 4

2011

THERMAL LAMINATION L-4

2016

4 BOPP LINES

R & D LAB

3 COATING LINES

Upcoming Expansion: One BOPP line on order, expected in Q4 17-18.

CURRENT CAPACITY 48 KTA
VISION
To be India’s most admired and preferred global supplier of speciality polymer films

MISSION
Growth through innovations and partnerships with customers
To continuously improve our operations and enhance our customers’ experience
Long-term sustainable profitability and ROCE
Retain and nurture in-house talent

VALUES
Fair and transparent business practices
Excellence in customer service
Mutual respect and teamwork
KEY GROWTH DRIVERS

BRAND DIFFERENTIATION
CONSUMER HABITS
ENVIRONMENT
LOW COST
SHELF LIFE
GLOBALLY, BOPP GROWTH IS DRIVEN BY GROWTH OF FLEXIBLE PACKAGING INDUSTRY

MARKET SIZE FY’16: $822 BN
Currently, MSFL mostly serves Food & Beverages segment

MSFL currently provides material for Flexible

KEY GROWTH DRIVERS
• Growth in household consumption (growing middle class, younger population etc.)
• Changes in consumer tastes & preferences (processed food penetration, rise of single serve packing etc.)
• Retailing format (transition to supermarket etc.)
• Product safety (rising hygiene standards, anti counterfeiting, tamper proof etc.)

Flexible plastics is a large & fast growing segment
BOPP constitutes ~ 20% of the Flexible Packaging segment
DIFFERENTIATORS
DIFFERENTIATORS

CUSTOMER SERVICE

DEEP CUSTOMER PARTNERSHIPS

FOCUS ON SPECIALITY PORTFOLIO

VALUE PROPOSITION SELLING

PREFERRED VENDOR
SEGMENTS WE SERVE

PACKAGING FILMS
LABELING FILMS
GRAPHIC LAMINATION FILMS
RANGE

**Promax – Standard**

**Maximus – Value-Added**

ATTRIBUTES

- Sealing Reliability
- Barrier Technology
- Special surfaces
- Functional Coating
- Shrink Tightening

APPLICATIONS

- Food
- Non Food & Industrial

PACKAGING FILMS

LABEL FILMS

- In Mould Label
- Wrap around
- Pressure Sensitive

- Orange Peel
- Monoweb Laminate
- Coated Products

GRAPHIC LAMINATION FILMS

- Elite – Premium
- Classic - Standard

- Multiple special finishes
- Extra Strong Bonds
- Improved Optics

- Print finish &
- Luxury Packaging

SEGMENTS WE SERVE

- Beverage Bottles
- Wine Bottles
- Milk & Dairy Products
- Juice Bottles
- Automotive
SPECIALITY RANGE
SPECIALITY FILMS FOR SPECIAL REQUIREMENTS

PACKAGING FILMS

SEALING RELIABILITY FILMS  For High Speed Machines
BARRIER TECHNOLOGY  For Sustainable Packaging
FUNCTIONAL COATINGS Acrylic Coated & PVdC
SPECIAL SURFACES Anti Skid, Cold Seal, Release & many more
SHRINK TIGHTENING FILMS For Carton Overwrap Applications
MULTI FUNCTIONAL Anti fog & Lap Seal
HAPTICS & OPTICS Matt films
SUSTAINABILITY Low Density, Oxo degradable
SPECIALITY FILMS FOR SPECIAL REQUIREMENTS

GRAPHIC LAMINATION FILMS

SCUFF FREE
EMBOSSED
SUPER SILK
DIGI GLOSS / MATT
GOLD
PEARLISE
SCUFF FREE
UV PRINTABLE
NYLON
SPECIALITY FILMS FOR SPECIAL REQUIREMENTS

LABEL FILMS

LOW DENSITY
PRINTABLE
COATED
ORANGE PEEL
DEEP CUSTOMER PARTNERSHIP

BRANDS / CONVERTERS
AWARDS AND RECOGNITIONS
RECENT GLOBAL AND NATIONAL AWARDS FOR ‘PRODUCT DEVELOPMENT AND PROCESS INNOVATION’

GOLDEN PEACOCK AWARD
2011

WORLD STAR
2010, 2012 and 2016

INDIA STAR
2010, 2012 and 2015

THE MSFL ANTI-SKID FILM WINS INDIA STAR 2015 AND WORLDSTAR AWARD 2016 IN THE ‘INNOVATION AND PACKAGING DESIGN’ CATEGORY
CORPORATE SOCIAL RESPONSIBILITY
CORPORATE SOCIAL RESPONSIBILITY
Part of the DNA

• In association with Max India Foundation, MSFL actively promotes the cause of healthcare, education, environment and nutrition among neighboring communities
• MSFL is also a signatory of the ecology code formulated by the Confederation of Indian Industry (CII)
• Driven by ‘Green Policies’, the company is acutely aware of its accountability to the environment and society at large. Since 2014, MSFL has reduced fuel consumption by 31%, water consumption by 6% and wood consumption by 65%

http://www.maxindiafoundation.org
Click here to visit our CSR page
IN 35 COUNTRIES ACROSS THREE CONTINENTS
And the global footprint is growing bigger with each passing year
NEWS AND EVENTS

TO READ MORE, PLEASE CLICK HERE
http://www.maxspecialityfilms.com/news-events/
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