



# ECOSURE PULPMOLDING TECHNOLOGIES LIMITED



## RESEARCH REPORT

**FY 2025**

## OVERVIEW

Ecosure Pulp molding Technologies Limited, established in 2019 and based in Noida, is a pioneering Indian company specialising in sustainable packaging solutions. It distinguishes itself by designing and manufacturing molded fiber manufacturing systems, aligning with the "China+1" strategy by producing its machinery entirely within India. Ecosure operates through multiple manufacturing facilities, strategically located in Noida, Indore, and Sitarganj, each with specialised production capabilities. The company is dedicated to replacing single-use plastics with eco-friendly alternatives, focusing on pulp-molded products. Ecosure's operations extend beyond manufacturing machinery, as they also produce tableware and explore applications in medical and industrial packaging. With a strong emphasis on innovation and environmental responsibility, Ecosure is rapidly expanding its market presence, both domestically and internationally. The company has shown strong financial growth, and is working to increase its production capabilities, and revenue.

Ecosure Pulp molding Technologies' growth trajectory is fueled by a confluence of rising environmental consciousness and strategic business decisions. The company's rapid expansion, evidenced by its multiple manufacturing facilities within a few years of inception, underscores its ability to capitalise on the increasing demand for sustainable packaging. This growth is not merely about scaling production; it reflects a deep-seated belief in the viability and necessity of replacing traditional plastics with molded fiber solutions. Ecosure operates on the conviction that environmentally responsible practices are not only ethical but also economically sound.

Their belief system is anchored in innovation, driving them to continually refine their manufacturing systems and explore new applications for pulp-molded products. This commitment to innovation extends to their adoption of the "China+1" strategy, demonstrating a belief in India's manufacturing capabilities and a desire to contribute to the nation's self-reliance. Furthermore, Ecosure's growth is intrinsically linked to its commitment to sustainability. They believe in creating a circular economy where waste is minimized, and resources are utilized responsibly. This belief is evident in their focus on producing biodegradable and compostable packaging solutions, reflecting a commitment to a healthier planet. In essence, Ecosure's growth is a

testament to its unwavering belief in the power of sustainable innovation to drive positive change.

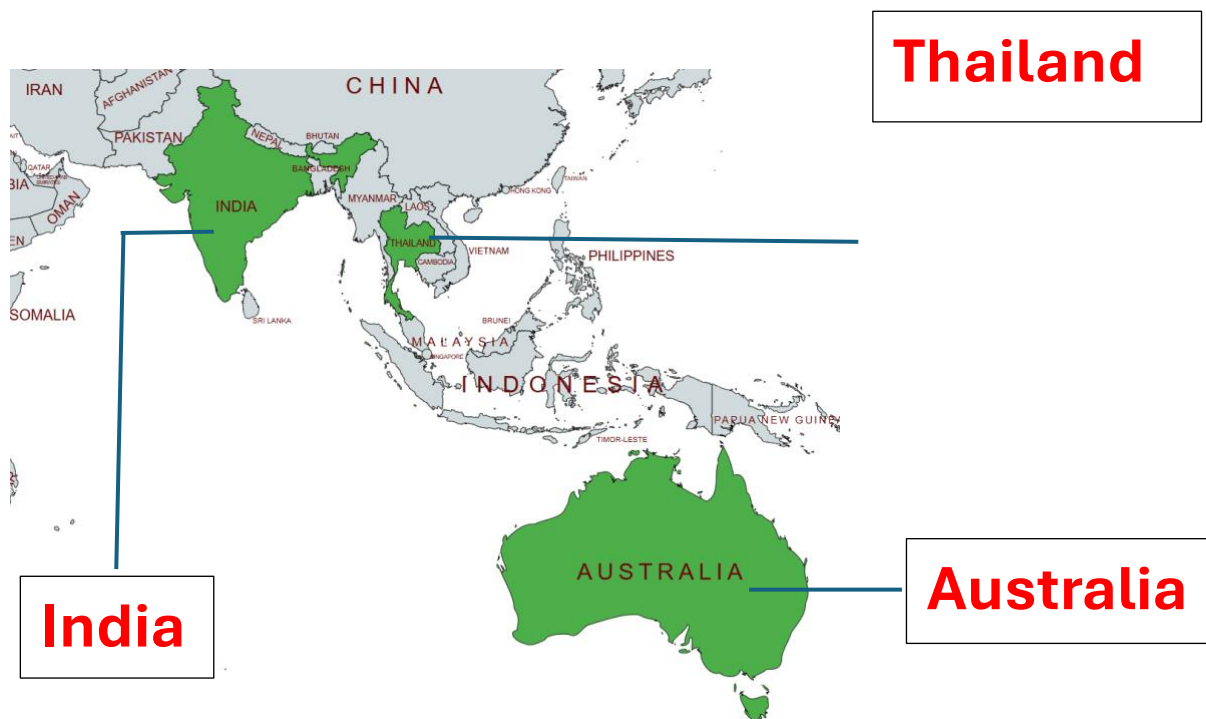
## **BUSINESS MODEL**

Ecosure Pulp molding Technologies operates on a dual-pronged business model, combining manufacturing and product development to establish a strong foothold in the sustainable packaging sector. Here's a breakdown:

- **Manufacturing Systems:**
  - A core component of their model involves designing and manufacturing complete molded fiber production systems. This includes the machinery and technology necessary for other companies to produce pulp-molded products. This allows Ecosure to capitalize on the growing demand for sustainable packaging production capabilities.
  - By operating on the "China+1" model, they manufacture their systems in India, which reduces costs, and allows for greater control of quality.
- **Product Manufacturing:**
  - Ecosure also directly manufactures and sells pulp-molded products, primarily focusing on tableware. This allows them to demonstrate the capabilities of their systems and directly serve the market for eco-friendly packaging.
  - They are also expanding into medical and industrial packaging.
- **Sustainability Focus:**
  - Sustainability is central to their model. They are committed to replacing single-use plastics with biodegradable and compostable alternatives.
  - This focus aligns with the rising consumer and regulatory demand for eco-friendly packaging.
- **Expansion and Innovation:**
  - Ecosure is actively expanding its production capacity and exploring new applications for pulp-molded products.
  - They invest in research and development to improve their manufacturing systems and create innovative packaging solutions.
- **Market Reach:**
  - They are working to grow their market reach, both domestically and internationally.

In essence, Ecosure's business model is built on providing both the means and the products for sustainable packaging, positioning them as a key player in the transition away from traditional plastics.

# GEOGRAPHIES



- **AUSTRALIA**

- Ecosure Becomes 1<sup>st</sup> ever Company in globe to supply Wheat straw pulp mill solution to Australia's 1<sup>st</sup> fiber pulp molded plant
- Ecosure gets its export order worth US \$7.5 Million
- Ecosure installs very 1<sup>st</sup> of its kind All Servo driven, trimming free, auto counting & auto stacking fiber pulp molded machine "FiberFormer" in Australia

- **THAILAND**

- Ecosure Pulp molding Technologies Ltd. has signed up a cooperation agreement with Fang Thai Factory Ltd. to offer turnkey solutions for producing chemical-free enzymatic cellulosic fiber pulp using rice straw, sugarcane bagasse, bamboo, wheat straw, and other agro waste. The Indo-Thai joint venture company would be titled FTF Candia Fiber Mold Packaging (Thailand) Co. Ltd.
- This collaboration would add immense value to the pulp molding industry as well as the manufacturers and start-up companies which depend on Tier-1 or Tier-2 pulp suppliers due to acute shortages of molded grade pulp to produce molded fiber packaging for their consumers.

## KEY FINANCIAL ELEMENTS (FY 2023)

**Tangible Net worth-** 11,532 thousand

**Revenue-** 334,122 thousand

**Net Profit-** 7,098 thousand

**Operating Profit Margin-** 3.13%

**Total Debt to Equity ratio-** 3.56 times

**Return on capital employed-** 19.92%

## SHAREHOLDING PATTERN (As on 2023)

SHAREHOLDING PATTERN AS ON 31 <sup>st</sup> March 2023		
Shareholders	Number of Shares	% Shareholding
Mohit Kumar	47,000	94.00%
Ashutosh Kumar Pande	2,986	5.97%
Tapan Kumar	10	0.02%
Jaivat Rana	1	0.002%
Shashi Sinha	1	0.002%
Suman Kumar	1	0.002%
Sunil Kumar Rana	1	0.002%
<b>Total</b>	<b>50,000</b>	<b>100</b>

## Business Segments

- **Manufacturing of pulp molding machines**
  - Green fib Micro pulp Mill
  - Molded Fiber Tableware (Automatic/Semi-Automatic Machines)
  - Industrial Packaging Machines
  - Egg Tray Machines
  - Fruit Tray Machines
  - Medico Dispo Ware Machines
  - Trimming Machines
  - Pulp Molding Molds

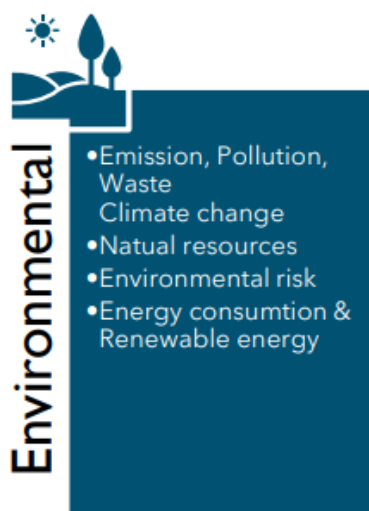
- Fiber Former Machines
- Intelligible BOP System
- Recife Micropulp Mill for Aseptic Packaging
  
- **Turnkey projects design & services**
  - Ecosure offers turnkey solutions for producing chemical-free enzymatic cellulosic fibre pulp using various agro waste materials such as rice straw, sugarcane bagasse, bamboo, and wheat straw. As a pulp machine manufacturer, the company offers customized design services for complete pulp production lines and individual pulp-making machines. The services cover designing, engineering and customization, commissioning, trial and training and various services according to customer's requirement.
  - Pre-sales: Pre-sales services enable customers to undertake viable business decision by providing in depth industry analysis, project positioning, development planning, comprehensive investment planning.
  - On sales: On sales services ensure successful commissioning of the project and smooth operations by providing tailor-made detailed designs, customised equipment manufacturing, installation & commissioning of equipment and on-site trials & trainings.
  - After sales: To ensure peak operational efficiency and longevity of the installed equipments, Ecosure provides on-site maintenance and support services.

## **Environmental, social and governance Analysis (ECG)**

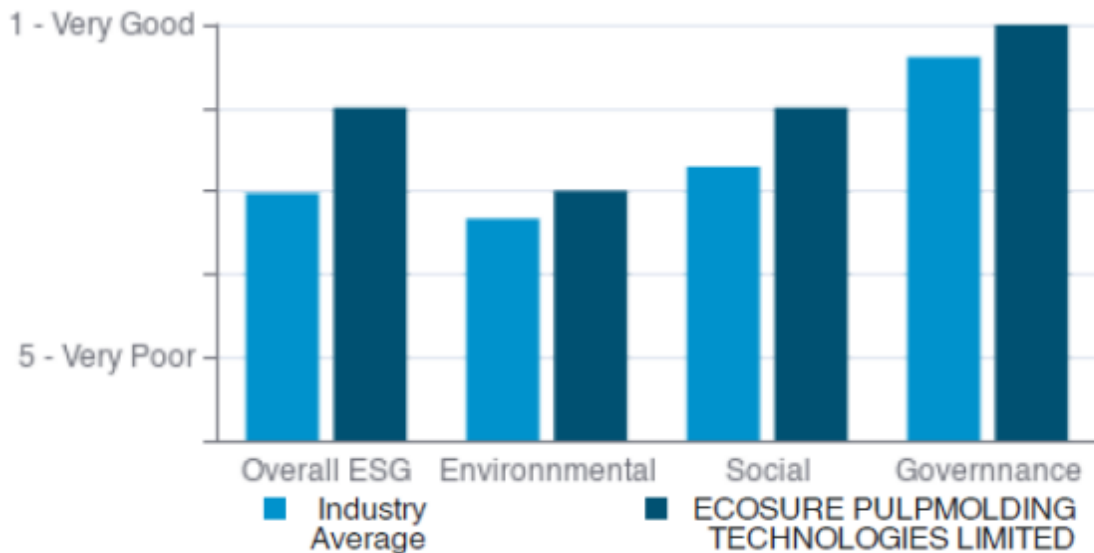
Environmental, social and governance (ESG) analysis is a manifestation of a company's operations that socially conscious stakeholders use to screen and/or select potential business partners. Environmental criteria consider how a company performs as a steward of nature and its resources. Social criteria examine how it manages relationship with its stakeholders via employees, suppliers, customers and the communities where it operates. Governance deals with a company's leadership, transparency, credibility, audit trails, internal controls, and shareholder rights



## Key inputs-



## ESG wrt. INDUSTRY AVERAGE



## SWOT ANALYSIS:

### Strengths

- **Focus on Sustainability:**
  - Ecosure specializes in pulp-molded products, offering an eco-friendly alternative to single-use plastics. This aligns with increasing global demand for sustainable packaging.
  - Their use of agro-waste and other cellulose-based materials enhances their environmental appeal.
- **Early Mover Advantage:**
  - Reports indicate they have established a strong position in the domestic pulp molding machinery segment.
  - This early lead provides a competitive edge.
- **Integrated Solutions:**
  - Ecosure offers turnkey solutions, from installation to after-sales service, which adds value for customers.



- **Growth and Order Book:**
  - The company has demonstrated significant revenue growth.
  - They also have a strong order book, showing market demand.
- **Technological Expertise:**
  - They are implementing various levels of automation, from semi to fully automatic machinery.

## **Weakness**

- **Reliance on Specific Materials:**
  - The availability and cost of raw materials (agro waste, etc.) could be a potential weakness.
- **Scale of Operations:**
  - While growing, the company may still need to scale up significantly to meet the full potential of the market.
- **Unlisted Company:**
  - As an unlisted company, it may have limitations regarding rapid capital raising, compared to publicly traded companies.
- **Dependency on market trends:**
  - The company is very reliant on the market trends of compostable goods. If that market slows, it will have a large effect on the company.

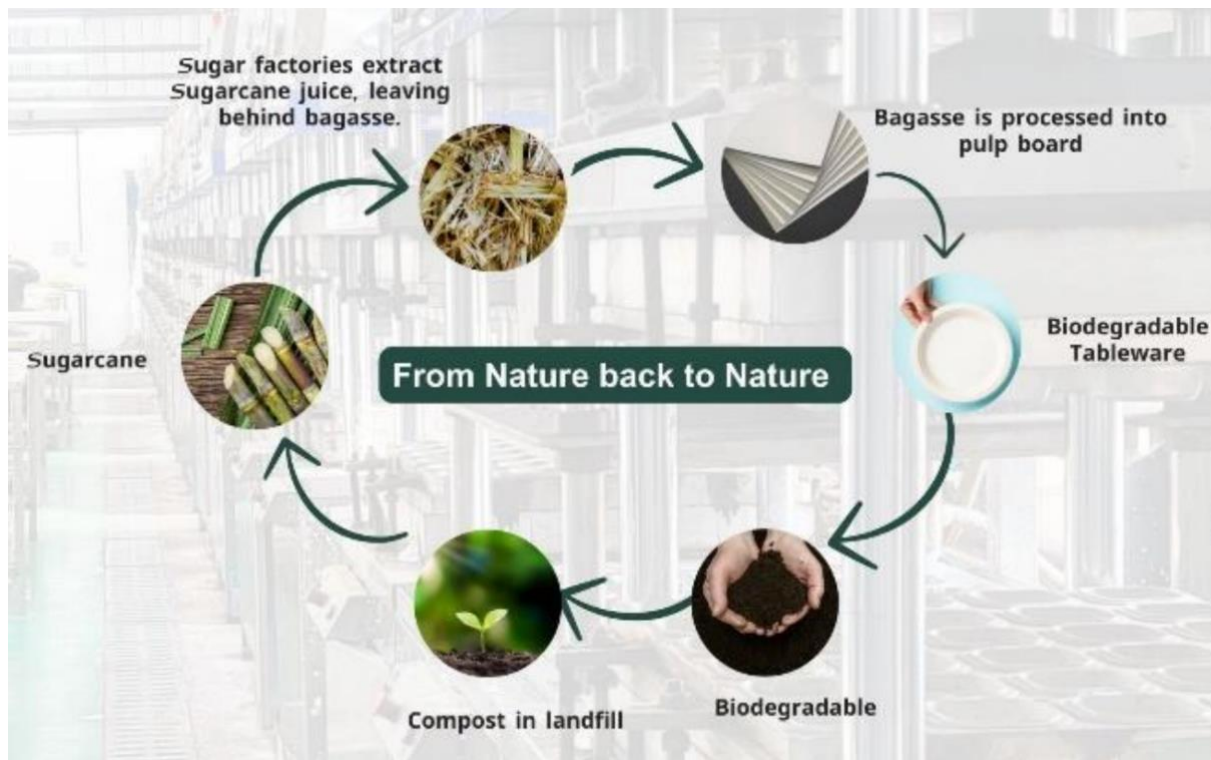
## **Opportunities**

- **Growing Demand for Sustainable Packaging:**
  - Increasing regulations and consumer awareness regarding plastic pollution create a vast market opportunity.
- **Expansion into New Markets:**
  - Ecosure can explore opportunities to expand its product offerings and geographical reach.
- **Technological Advancements:**
  - Continued innovation in pulp molding technology can enhance efficiency and product quality.
- **Partnerships and Collaborations:**
  - Strategic partnerships with other companies in the supply chain can strengthen its market position.
- **Increased regulations against plastics:**
  - As more countries and regions introduce strict regulations against single use plastics, the market for compostable alternatives will increase.

## Threats

- **Competition:**
  - As the sustainable packaging market grows, increased competition from other companies is expected.
- **Fluctuations in Raw Material Prices:**
  - Changes in the cost of raw materials could affect profitability.
- **Changes in Regulations:**
  - While regulations currently Favor sustainable packaging, future changes could impact the industry.
- **Economic Downturns:**
  - Economic downturns could reduce demand for packaging products.
- **Technological disruption:**
  - The development of new, cheaper, and more environmentally friendly packaging could displace pulpmolding.

## Pictures



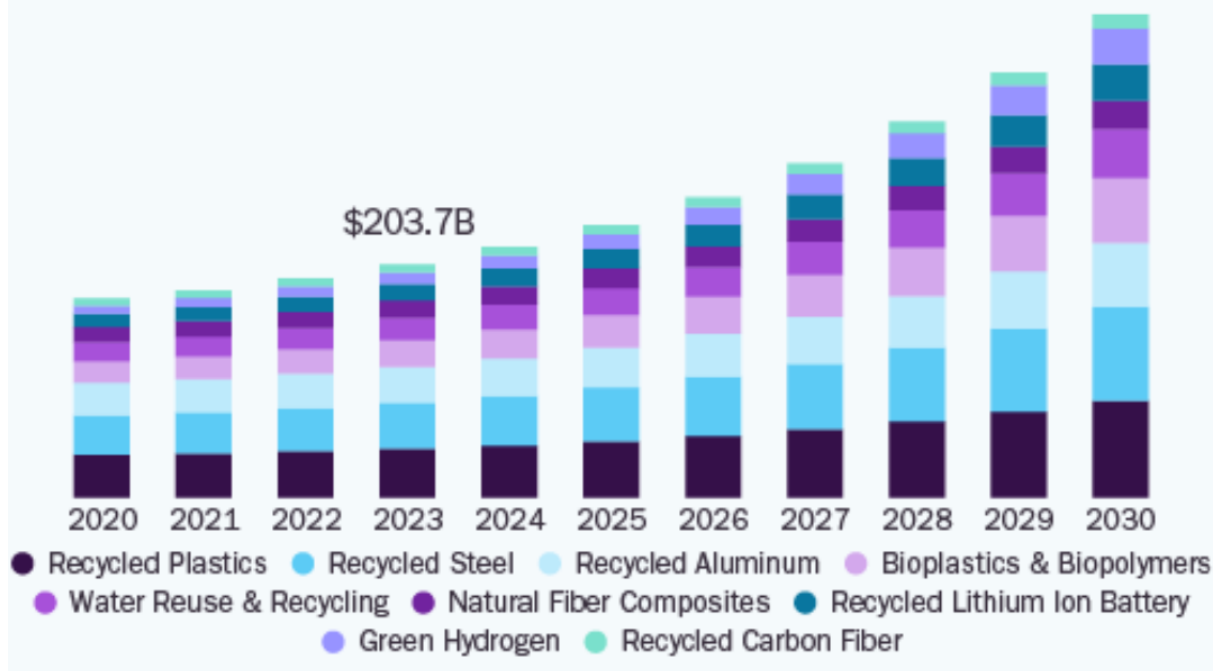


## INDUSTRY ANALYSIS

The global sustainable manufacturing market size was estimated at **USD 203.65 billion** in **2023** and is expected to **grow at a CAGR of 11.6%** from 2024 to 2030 to around **USD 367 billion**. Increasing environmental regulations and policies aimed at reducing carbon emissions and waste are pushing manufacturers to adopt more sustainable practices. Growing consumer awareness and preference for environmentally friendly products are driving companies to adopt sustainable manufacturing practices to meet market expectations. Sustainable manufacturing often leads to cost savings through improved resource efficiency, reduced waste, and lower energy consumption. Innovations in technologies, such as renewable energy, energy-efficient machinery, and recycling technologies, are enabling more sustainable manufacturing processes.

## Sustainable Manufacturing Market Size

by Offering, 2020 - 2030 (USD Billion)



- Government Initiatives and Regulations**

Government initiatives and regulations are playing a crucial role in driving the growth of the sustainable manufacturing market by creating a framework that encourages and mandates environment-friendly practices. Governments are providing financial incentives such as tax breaks, grants, and subsidies to support businesses in adopting sustainable manufacturing technologies and processes. For instance, the Indian government has implemented several initiatives such as Atmanirbhar Bharat, Make-in-India, Zero Defect Zero Effect, Skilling India, National Mission for Sustainable Agriculture, Digital India, and others to drive economic growth and promote sustainability. These initiatives include stringent environmental regulations that require companies to reduce emissions, manage waste responsibly, and use resources more efficiently. Thus, governments are promoting a competitive environment by setting high standards and providing the necessary support, thereby driving the sustainable manufacturing market.