

PRESS NOTE

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Crown Holdings Breaks Ground for Its First Manufacturing Facility in India at Unnao, Uttar Pradesh with ₹2,078.44 Crore Investment

₹2,078-Crore Greenfield Aluminium Beverage Can Plant to Generate Over 1,500 Indirect Employment Opportunities and Strengthen Uttar Pradesh's Packaging Manufacturing Ecosystem

Uttar Pradesh marked a significant milestone in its industrial development journey with the groundbreaking ceremony of the **first manufacturing facility in India of Crown Holdings, a global leader in metal packaging**. The greenfield aluminium beverage can manufacturing facility, being established by Crown Packaging India Pvt. Ltd. at the **Integrated Manufacturing & Logistics Cluster (IMLC), Unnao, entails a proposed investment of ₹2,078.44 crore**.

Spread across approximately 40 acres at Plot No. 4 of IMLC Unnao, the state-of-the-art facility will manufacture aluminium beverage cans to cater to the growing requirements of India's beverage and packaging industry. The project is expected to further strengthen Uttar Pradesh's position as an emerging destination for high-value manufacturing and global investments.

The project is expected to generate more than 200 direct employment opportunities and over 1,500 indirect employment opportunities across logistics, warehousing, transportation, maintenance, supplier networks and ancillary industries. The investment is also expected to create opportunities for local enterprises and contribute to the development of a wider industrial ecosystem around the IMLC.

Addressing the groundbreaking ceremony, Shri Nand Gopal Gupta 'Nandi', Hon'ble Minister for Industrial Development, Government of Uttar Pradesh, said:

“We are not only registering factories at a rapid pace, but also ensuring that these investments translate into actual manufacturing activity and employment opportunities for the youth of Uttar Pradesh. The Crown facility at Unnao is a significant example of this approach.”

He further stated that the establishment of **Crown Holdings' first manufacturing facility in India** in Uttar Pradesh reflects the growing confidence of leading national and international companies in the state's investment ecosystem. He said that the state is progressing steadily towards the vision of building a one trillion-dollar economy, under the leadership of **Hon'ble Chief Minister Shri Yogi Adityanath**.

The Minister highlighted that Uttar Pradesh has developed a conducive business environment supported by 36-plus sector-specific policies and incentives, enabling both domestic and international investors to establish and expand their manufacturing operations in the state.

Crown Holdings' Entry into Indian Manufacturing

Crown Packaging India Pvt. Ltd., incorporated in **March 2026**, is a wholly owned subsidiary of Crown Holdings and has its registered office in Lucknow. The investment proposal has been evaluated under the Uttar Pradesh FDI, **Fortune Global 500 & Fortune India 500 Companies Investment Promotion Policy, 2023**.

The proposed manufacturing facility will have an initial installed capacity of approximately **116.2 crore** aluminium beverage cans per annum, which is planned to increase to approximately **178.6 crore** cans per annum. Production is projected to commence at around **67 crore** cans during the first year and is expected to scale up to approximately **170 crore** cans annually by the ninth and tenth years of operation.

The facility is expected to support the growing demand for aluminium beverage packaging in India while strengthening domestic manufacturing capabilities and contributing to the development of an integrated packaging supply chain.

Senior Officials and Crown Holdings Representatives Attend Ceremony

The groundbreaking ceremony was attended by senior officials of the Government of Uttar Pradesh, including **Shri Deepak Kumar, Infrastructure & Industrial Development Commissioner (IIDC); Shri Alok Kumar, Additional Chief Secretary, Infrastructure & Industrial Development; Shri Manoj Kumar Singh, Chief Executive Officer, State Transformation Commission; and *Shri Shashank Chaudhry, Additional Chief Executive Officer, Invest UP.**

Representing Crown Holdings at the ceremony were **Mr. Djalma Novaes Jr., Executive Vice President & Chief Operating Officer, and Mr. Mark Ketcheson, President, Crown Bevcan EMEA,** along with other senior representatives.

The investment by Crown Holdings further reinforces Uttar Pradesh's emergence as a preferred destination for global manufacturing companies and underscores the state's focus on developing world-class industrial infrastructure, facilitating investment and generating employment opportunities.

The establishment of the Crown facility at **IMLC Unnao** is expected to provide further momentum to industrialisation in the region and contribute to the growth of the packaging, logistics, manufacturing and ancillary sectors in Uttar Pradesh.