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# UFLEX LIMITED

Division/Office: CORPORATE - SECRETARIAL

Corporate Office: A-107-108, Sector-IV, Distt. Gautam Budh Nagar, NOIDA - 201301, (U.P.), India

Tel.: +91-120-4012345/2522558 Fax: +91-120-2442903

Website: www.uflexltd.com E-mail ID: flexsec@vsnl.net

UFLEX/SEC/2018/

20 June, 2018

**The National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor  
Plot No.C/I, G-Block  
Bandra-Kurla Complex  
Bandra (E),  
Mumbai – 400051

**The BSE Limited**  
Corporate Relationships Department  
1st Floor, New Trading Ring,  
Rotunda Building, P J Towers,  
Dalal Street, Fort,  
Mumbai – 400 001

Subject : Press Release

Dear Sir,

We attach herewith a "Press Release" for the information of Members.

Thanking you,

Yours faithfully,  
For UFLEX LIMITED

(Ajay Krishna)  
Sr. Vice President (Legal) &  
Company Secretary

Encl : As above



## Press Release

### ASEPTO by UFLEX says 'HELLO CHINA'

20 June 2018, Noida (India) / Shanghai: Sky is the limit for being innovative. Any application will be welcomed if it holds merit for potential customers. With encouraging response from the market already, ASEPTO, the e-



FOR INFORMATION ONLY  
For UFLEX LIMITED

(AJAY KUSHINA)  
Sr. Vice President (Legal) &  
Company Secretary

"In fact, the Chinese premium aseptic carton segment is growing at an accelerated pace, which several food companies intend to penetrate into by exporting their products in metalized packs. Here, ASEPTO has a clear strategic advantage to establish itself as the front-running specialized retail packaging solution for beverage companies. The brand with its unique **UHT metalized/holography** packs happens to be the perfect and preferred choice in the significant six layer aseptic packaging market of China. As a matter of fact, Chinese consumers are increasingly looking for a premium appearance for their brands. This is where ASEPTO perfectly fits in. **ASEPTO Spark** and **ASEPTO Premium** are the two variants with variety of holographic, multi-lens, foil stamping & embossing effects on the packs. While there may be choices in the market but ASEPTO scores way high on the distinction parameter," noted Mr. Ashwani Sharma.

Metalized packages are not being sold by any aseptic packaging supplier locally in China, and only a couple of Chinese companies apart from an international brand are supplying metalized packaging material. In China portion packs and family packs with volumetric range from 200ml to 1000ml are quite popular. However, that is not holographic packaging. While ASEPTO by Uflex offers holographic packs, it is entering the Chinese market and will supply the above mentioned ranges as printed and holographic packs. In the context of market size, some Oceanian companies export almost 200 million metalized packs per annum to China. This outlines the market potential that India could capitalize upon. Hence, the introduction of an Indian brand providing holographic metalized packs will offer a greater degree of value-addition and protection to customers as compared to players who are presently not offering such premium packs. Consumers would cherish the high perceived value of the premium packs. The value proposition for retailers will be no less enticing either. Holographic packs will provide outstanding shelf performance to attract quality-focused consumers—leading to higher sales volumes thereby driving profitability.

Furthermore, holography as a feature only available through ASEPTO packs—is not restricted to just one kind of design; it actually opens up a plethora of options for retail beverage companies to choose artworks of their choice that best describe their product's proposition to customers and further enhance the look and feel at the Point-of-Sale (POS). Therefore, ASEPTO offers a compelling USP for beverage manufacturers dealing in dairy, juices and distilled beverages allowing them to evolve all new product line/dramas by brooding about branding and strategic changes in their packaging.

Being fully integrated flexible packaging solution company that Uflex is, ASEPTO is complemented by the Aseptic Filling Line called ASEPTO Smart 78 – the first ever fully Indian advanced and sophisticated aseptic filling machine with a capacity of Forming-Filling and Sealing 7,800 packages per hour for sizes ranging from 100, 125, 160 and 200 ml slim packs. The machine comes equipped with special tools for superior and optimized operations. It has several significant features such as advanced integration with PLC, lesser electronic parts, better human interfacing making it operator friendly in addition to delivering highest production speed than any other comparable machines. The machine is low on maintenance which is a big advantage for the company's clients as it will bring down the Total Cost of Ownership (TCO) in this category. Most of the machines generally process 7,200 packs per hour, unlike the machine by Uflex that has a capacity of processing 7,800 packages per hour.

For UFLEX LIMITED



(AJAY KRISHNA)  
Sr. Vice President (Legal) &  
Company Secretary

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“ASEPTO is gradually gaining a firm toehold in the Indian market simultaneously making noteworthy strides internationally. China shall soon witness the agility, uniqueness, novelty and splendor of ASEPTO. We are all set to delight the Chinese.” concludes Mr. Ashwani Kumar Sharma.

**Visit ASEPTO at Propak China in Hall Number – N 1; Stall Number – 1N01 from 11-13 July 2018.**

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#### About Uflex

Uflex is India's largest multinational flexible packaging materials and Solution Company and an emerging global player. Since its inception back in 1985, it has grown from strength to strength to evolve as a truly Indian Multinational with consumers spread across the world. Uflex today has state-of-the-art packaging facilities at multiple locations in India with installed capacity of around 100,000 TPA and has packaging film manufacturing facilities in India, UAE, Mexico, Egypt, Brazil and USA with cumulative installed capacity in excess of 337,000 TPA.

All Uflex plants are accredited with ISO 9001, 14001, HACCP & BRC certifications. Uflex caters to markets spanning across the globe in over 140 countries like USA, Canada, South American countries, UK and other European Countries, Russia, South Africa, CIS, Asian and African nations. Integrated within its core business profile are allied businesses like Engineering, Cylinders, Holography and Chemicals which further give Uflex a superior edge above competition.

Uflex Limited is also a part of the D&B Global Database and winner of various awards.

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For further information, please contact:

- Mr. Ashwani Kumar Sharma, Chairman  
Mobile No. 9810000000  
E-mail: [ashwani@uflex.com](mailto:ashwani@uflex.com)
- Mr. Ashwani Kumar Sharma, Director, Uflex Limited  
Mobile No. 9810000000  
E-mail: [ashwani@uflex.com](mailto:ashwani@uflex.com)
- Mr. Anand Kumar Sharma, Director, Uflex Limited  
Mobile No. 9810000000  
E-mail: [anand@uflex.com](mailto:anand@uflex.com)  
Website: [www.uflex.com](http://www.uflex.com)

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For UFLEX LIMITED

(AJAY KRISHNA)  
Sr. Vice President (Legal) &  
Company Secretary