



## PRESS RELEASE

# After Delhi, Uflex extends support to Stairs School Football League – Ahmedabad

**02 December 2015; Ahmedabad:** India's largest flexible packaging company Uflex has pledged support to the Ahmedabad Chapter of Stairs School Football League (SSFL) for the next five years. SSFL is the biggest school football league in the country.

Earlier this August, SSFL Delhi that entered into the second year was formally inaugurated with Uflex as a firm ally. The forum in its second year has gotten bigger and grander with participation confirmation from 288 schools comprising 32 girls' teams and 256 boys' teams. SSFL Delhi has engaged over 4,000 budding footballers in the city and the event will have witnessed nearly 600 matches before 2015 draws to a close, making it the biggest as well as the longest ever football league being played at the school level.

As the Chairman and Managing Director of Uflex Limited, Mr. Ashok Chaturvedi always says '*Work that is for the larger good of the society must go on unhindered*', the organization is committed to replicate the success of SSFL Delhi in Ahmedabad as well. Notably SSFL has been conceptualized to identify football talent at early adolescence so that India could get some of the best players to take the country and the sport to the next level.

The fundamental objectives of SSFL include:

- a) Transforming the sporting scenario at the grassroots,
- b) Uprooting all obstacles confronting sporting talent at the hinterland and
- c) Nurturing future champions and creating opportunities for them to excel

SSFL is a platform solely for the children under 14 and 17 years of age and exactly follows the FIFA World Cup format. It begins with league matches while the semi-final and final games are

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played at a central venue. All school teams intending to participate mandatorily have to go through the qualifier rounds.

SSFL has evolved to become one of the most significant 'talent spotting' platforms for clubs and bodies seeking to acquire talent right at early adolescence. While many officials and individuals from professional bodies keep their eyes on the budding players during the matches, selectors from international foreign clubs watch 'live streaming' of important matches and even call for recorded videos to assess the performance of promising players.

Speaking at the Press Conference, Mr. R.K. Jain, Group President (Corp. F & A), Uflex Limited re-affirming CMD Mr. Ashok Chaturvedi's commitment to build a cohesive nation through promotion of Sports at the grassroots level said:

*"Today we are very happy to take our experience of SSFL Delhi to Ahmedabad which will only invigorate with time to bring out the best footballers in the country. The right to play has been enshrined as a Universal Right in the United Nations Convention on the Rights of the Child and we are glad Uflex is furthering the cause. Sports besides rendering a physically fit and mentally alert nation are imperative for national integration where children and youth come together and play it out on the field irrespective of their caste, creed, religion or socio-economic status. Such is the power of Sports and we must harness it to build Brand India.*

*Supporting SSFL- Ahmedabad chapter is like a second homecoming. Uflex is already in the process of setting up at Sanand (Gujarat), first of its kind Aseptic Packaging plant for packing liquid products which is fully aligned with Government's Make in India initiative. Supporting Sports endeavor in the State further doubles up our joy."*

Interacting with the Media at the Press Conference held in the city, Mr. Siddhartha Upadhyay, Founder and Secretary General, STAIRS said "The Ahmedabad Chapter of Stairs School Football League, will provide an opportunity to over 5000 children in Gujarat to showcase their football talent. The inaugural year will be totally dedicated towards scouting talent considering World Cup under 17 that will be held in India in 2017.

I am thankful to Uflex for its continued support to the initiative that will empower the children and youth of the state much like it would bolster the sport itself. This will inspire the children to play the sport with truest sportsmanship and even opt it as a career."

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About Uflex

*Uflex is India's largest end-to-end flexible packaging company and an emerging global player. Since its inception back in 1983, Uflex 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*

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*installed capacity of around 100,000 TPA and has plastic film manufacturing facilities in India, UAE, Mexico Egypt, Poland 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 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 prestigious national and international awards for its products' excellence. Uflex Ltd offers technologically superior packaging for a wide variety of products such as snack foods, candy and confectionery, sugar, rice & other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps and detergents, shampoos & conditioners, vegetable oil, spices, marinates & pastes, cheese & dairy products, frozen food, sea food, meat, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers and plant nutrients, motor oil and lubricants, automotive and engineering components etc.*

*Some of Uflex's clients on the global turf include P&G, PepsiCo; Tata Global; Mondelez, L' Oreal, Britannia, Haldiram, Amul, Kimberly Clark, Ferro Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca Cola, Wrigley, Johnson & Johnson among others.*

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#### **About STAIRS**

*STAIRS is a New Delhi-headquartered not-for-profit, non-governmental organization (NGO) which aims to empower the underprivileged youth of India. It is committed to providing opportunities to the young Indians so that they can lead a life of dignity. The NGO, which started in 2000, nurtures the talented sportsmen at the bottom-of-the-pyramid to ensure sports become a mean of earning a living.*

*STAIRS also organizes educational and health programmes and educates youth about the dignity of labour and equality irrespective of caste, creed or sex. STAIRS operates through its 300 centres spread across six states in India.*

#### **For further information, please contact:**

- T. Anand Mahesh / Subrat Sarangi

Mobile No.: 09870716285 / 9899501299

E-mail: [anand@mavcommgroup.com](mailto:anand@mavcommgroup.com) / [s.saranghi@mavcommgroup.com](mailto:s.saranghi@mavcommgroup.com)

- Rajesh Agrawal; Vice President, Investor Relations & PR, Uflex Limited  
Mobile No.: 09967491495  
E-mail: [rajesh.agrawal@uflexltd.com](mailto:rajesh.agrawal@uflexltd.com)
- Rohit Sharma, Manager, Investor Relations & PR, Uflex Limited  
Mobile No.: 09910300187  
E-mail: [rohit.sharma@uflexltd.com](mailto:rohit.sharma@uflexltd.com)

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