



# UFLEX LIMITED

(Formerly Known as Flex Industries Limited)

Division/Office: CORPORATE - SECRETARIAL

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UFLEX/SEC/2016/

June 6, 2016

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

Scrip Code : UFLEX

Scrip Code : 500148

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



*'A part of your daily life'*

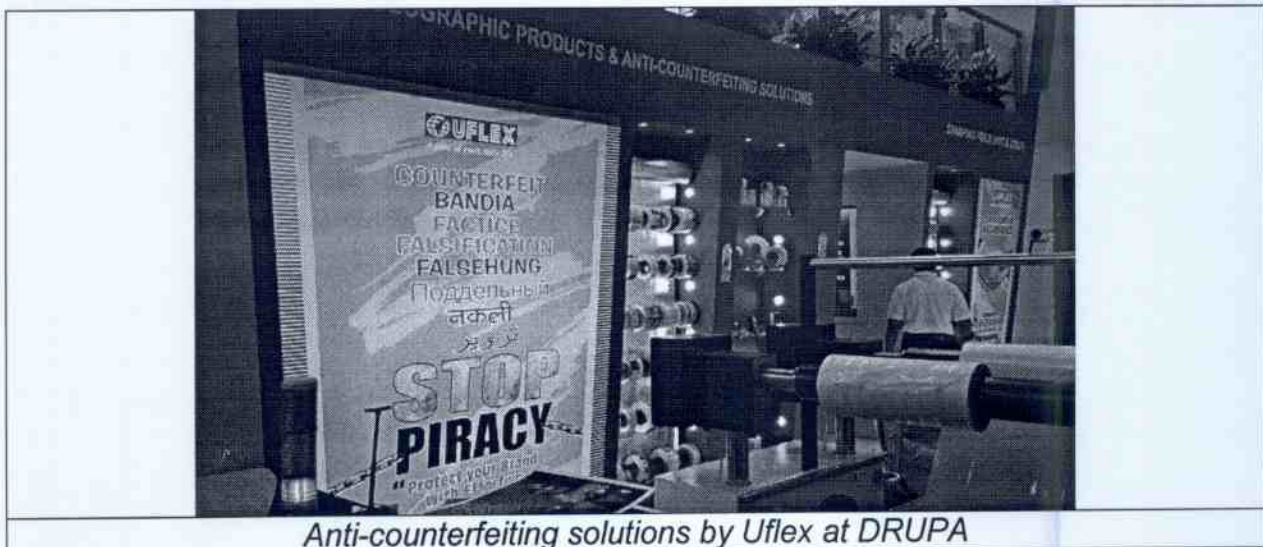
## At DRUPA Germany, Uflex leads the world against counterfeiting

**June 06, 2016, Dusseldorf, Germany:** The issue has been giving sleepless nights to brands owners. The fall out can be colossal. Brands cannot afford to let go their hard earned reputation down the drain. The panic buttons have been pressed. Yes! We are talking about the modern day enemy – 'COUNTERFEITING', that has left brands more vulnerable and perplexed than ever.

According to a recent research report by a leading brand management consultancy, counterfeiting now costs more than 2% of the global economic output that works out to around \$1.8 trillion a year. The dark underbelly of counterfeiting is expanding by over 15% every year, which is alarming. Consumer goods account for over 46% of the counterfeiting trade.

**India's largest global flexible packaging solution company Uflex** has been relentlessly working over the last two decades to develop brand protection and anti-counterfeiting solutions that prevent look-alikes from eroding brand equity of its clients. Company's brand protection solutions have created quite a stir in the market with more and more brands now opting for them.

The growing demand is evident at DRUPA with prospective customers making a beeline at the Uflex pavilion to understand the wide range of solutions that can save their brands from being duplicated.



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For **UFLEX LIMITED**

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

Waging a full blown war against counterfeiting, Uflex has exhibited the most contemporary brand protection solutions at its pavilion at DRUPA. There is a tremendously encouraging response for:

- UV Process Manufactured Fresnel, Diffractive, Holographic and Hybrid (Combination) lens embossed films;
- Holographic Thermal Lamination Film;
- Stamping Foils

Packaging films combining prismatic (Fresnel) structures with holographic patterns in customized designs and shapes yield the most creative packaging film options. Packaging designers integrate the dynamic 3D lensing and holographic effects of Uflex film to enhance the look and salability of the final package. With the help of latest re-combiners, Uflex is able to make masters with customized pattern designs.

Holographic thermal lamination films are available in Polyethylene Terephthalate (PET) and Bi-axially Oriented Poly Propylene (BOPP) variants in generalized and customized designs. Ease of lamination on paper board makes thermal films very unique as this film does not leave spots on the substrate, which otherwise are distinctly visible in the dry lamination process.

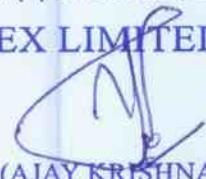
Uflex is a market leader in producing metallic/ holographic stamping foils that are widely used for printing, packaging and textile industry enhancing visual appeal and offering superior brand protection at the same time. Uflex has developed stamping foils formulations that ensure high degree of consistency and reliability. These foils are available in silver, gold and a variety of metallic hues. With a right blend of creative expertise, infrastructure and technical capabilities Uflex delivers foils with superior shine, brilliance and durable impression.

Strong R&D quotient coupled up with extensive market knowledge and feedback received from clients enables Uflex deliver high quality foils adhering to international standards. The flexible packaging major has the required capabilities to meet critical requirements in terms of substrate application, designs and colour matching. Colours can be really tricky and the pantones often do not work out as prescribed by the customers. Uflex has the skills, capabilities and experience to match the exact pantone and render foils completely in line with the requirements of the customers.

Also on display at DRUPA are different types of **Holograms** {analog 2D/3D conventional, Dot matrix (up to 24,000 DPI); non-diffractive Litho (up to 1,20,000 DPI) and E-Beam}; **Unigrams**; **Latentograms**; **Wide Web Holographic Films** {Soft embossing films, Hard embossing films, UV embossing films, High Refractive Index films, Windows/ Demetalized and Lens films}. A lot of customers at DRUPA are also expressing keen interest in **Holographic Pouches, Holographic Strips, Holographic Scratch, Holographic Wads, Holographic Shrink Sleeves; Labeling solutions** using foils, Fresnel lens and holographic effects {Printed Labels, Tamper Evident Security Labels, Anti-counterfeit Labels, Bar-Code Labels, Scratch Labels, Thermal Transfer Labels, Serial Number Labels, Holographic Labels}; **Hot and Cold Stamping Foils and**

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**OEKOTEX Certified Textile Value Addition Products {Sequins Film, Hot Melt Film, Holographic Glitter Film} etc.**

Mr. Ashok Chaturvedi, Chairman and Managing Director, Uflex Limited who is currently with his team at DRUPA said, **"Being a first generation entrepreneur I can completely understand the hard work and toil that goes into building a brand. It is absolutely important to protect the image and equity of brands from being counterfeited. With the advent of technology, the counterfeiters are also leaving no stone unturned to 'Make The Fake'. Uflex's principle of innovation to create value added differentiation is truly demonstrated by its technologically superior anti-counterfeiting solutions. I am glad by the response that we have been getting for our brand protection solutions."**

***Uflex is in Hall No. 15 at Stand No. C 51 from May 31 to June 10, 2016***

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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 installed capacity of around 100,000 TPA and has packaging 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 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 prestigious national and international awards for its products' excellence. Uflex offers technologically superior packaging solutions 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's, Amul, Kimberly Clark, Ferro Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca Cola, Wrigley, Johnson & Johnson among others.*

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