



# UFLEX LIMITED

(Formerly Known as Flex Industries 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/2017/

June 20, 2017

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

## PRESS RELEASE

### Uflex engineers Easy-Scoop-Lock-Tight Pitcher Bag for Multinational Food Brands

**Noida, 20 June 2017:** What flashes past your mind when you hear the word 'Pitcher'-- - perhaps a **glass jar** full of your favorite cola drink! Imagine an aesthetically enhanced flexible pitcher that can pour out and can thereafter be locked tightly with equal ease, to keep the product safe for deferred use.

India's largest multinational flexible packaging materials and Solution Company Uflex Limited has engineered an **Easy-Scoop-Lock-Tight Pitcher Bag** that effortlessly dispenses controlled portions of the product packed inside. The 4 panel bag comes with a reinforced handle on the side gusset spelling tremendous ease of carrying. Additionally the block bottom allows the bag to stand up without taking any support thereby enhancing the brand visibility. The pitcher bag has become a rage in the industry with more and more multinational food brands opting for it both in India as well as overseas. **This bag is much in demand for packaging granular products like Rice, Sugar, Pulses and Pet foods.**

Speaking about the **Easy-Scoop-Lock-Tight Pitcher Bag**, Mr. Jeevaraj Pillai, Joint President, Packaging and New Product Development, Uflex Limited said, *"These are medium to large sized bags capable of accommodating 3; 5 and 10 kilograms of the product. We have provided a laser perforated easy to tear opening on the side at the top of the bag which peels open to form a perfectly versatile pitcher mouth-opening that is re-closable by a special press to close (PTC) zipper. The end user can easily pour / scoop out desired quantity of the product by holding the bag with the reinforced side gusset handle without actually inserting hands inside the pack. This makes the handling more convenient and hygienic. Further owing to the dispensing mouth that forms in the pouch there is no apprehension of any spillage while pouring out unlike other pillow and conventional pouches. The side opening can be tightly closed by pressing the PTC zipper keeping the product safe for deferred use throughout the prescribed shelf life of the product.*

*It is particularly important to note that the reinforced handle on the side gusset is an integral and contiguous part of the pouch itself unlike other bags where the side handle is assembled / pasted offline on a separate machine. This increases the manufacturing process efficiency. **The sophisticated imported customised pouch making machine** allows us to patch the reinforced handle online giving it the required sturdiness to sustain the load. Unlike a D Punched Top Handle or the one made of tasselled thread when someone picks up this **Easy-Scoop-Lock-Tight Pitcher Bag** with the side handle, the centre of gravity of the load shifts further down reducing the actual effort required to carry the heavy bag during shopping.*

CERTIFIED TRUE COPY

Official Release / (3) Uflex June/2017

For UFLEX LIMITED



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



The Easy-Scoop-Lock-Tight Pitcher Bag is made of multi-layered laminate depending upon the barrier properties required by the product to be packed inside. The one that is shown in the picture here is a two ply **Polyester/ Polyethylene** structure, but like I said the structure of any pack is engineered based on various parameters like mechanical strength, barrier properties and aesthetics among others.



The 4 panel bag with aesthetically enhanced features and strong shelf appeal offers significantly high branding prospects at the Point of Sale (P-O-S) and on the kitchen shelf at home. Since it allows scoop /pouring and locking with the help of a re-closable PTC zipper there is actually no need to decant the product in another container as the bag protects the product throughout the prescribed shelf life. Just scoop/pour out the required quantity much like you would pour your cola drink into the glass and press to tightly close the bag!

We fabricate these bags on a sophisticated, imported, capital-intensive, customized pouch making machine that works on a patented technology which automatically poses an entry barrier for other converting players to venture in. The special PTC zipper that we use for this packaging is again specialised and patented.

The manufacturing process for such bags requires less numbers of sealers/ sealing tools equating to lesser energy consumption. All condiments used for manufacturing the **Easy-Scoop-Lock-Tight Pitcher Bag** are food grade and are FDA approved. Further

**CERTIFIED TRUE COPY**

Official Release / (3) Uflex June/2017

For **UFLEX LIMITED**

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

we use Toluene and MEK Free Inks upholding our commitment towards environment, safety and wellbeing of all stakeholders across the value chain.

This bag can be customised for other product types as well, and we are already getting encouraging response from various FMCG brands both in India as well as overseas.”

Talking about the new product, Mr. Ashok Chaturvedi, Chairman & Managing Director, Uflex Limited said, **“The Easy-Scoop-Lock-Tight Pitcher Bag is a classic example of Process Improvement and Incrementally Progressive Efficient Converting. We have invested in sophisticated pouch making machinery getting a clear edge above others in manufacturing the Easy-Scoop-Lock-Tight Pitcher Bag that adds to the delight of the end users thereby adding immense value to the businesses of our esteemed clients. Further value engineering is also underway to add more ergonomically enhanced functionalities and brand protection solutions in the bags to make them yet more versatile.”**

#### 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, 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, marinades & 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.

#### For further information, please contact:

- T. Anand Mahesh / Subrat Sarangi

Mobile No.: 09870716285 / 9899501299

E-mail: [anand@mavcommgroup.com](mailto:anand@mavcommgroup.com) / [s.sarangi@mavcommgroup.com](mailto:s.sarangi@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 & CSR, Uflex Limited  
Mobile No.: 09910300187  
E-mail: [rohit.sharma@uflexltd.com](mailto:rohit.sharma@uflexltd.com)  
Website: [www.uflexltd.com](http://www.uflexltd.com)

CERTIFIED TRUE COPY  
For UFLEX LIMITED

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

Official Release / (3) Uflex June/2017