'A part of your daily life'

UFLEX LIMITED

(Formerly Known as Flex Industries Limited)
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UFLEX/SEC/2016/

September 15, 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

Scrip Code : UFLEX

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

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

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OFFICIAL RELEASE

Functionally superior 3D packaging by Uflex is a head turner

15September 2016: Functionality and aesthetics are undeniably important tactile and ocular factors playing a pivotalrole in modern retail. Packaging besides containing and protecting the product, acts as the real ***'last milesalesperson'*** on an already inundated retail shelf. A lot of responsibility vests on this salesperson in terms of getting noticed and subsequently picked up by the consumer.

India's largest multinational flexible packaging materials and solution company Uflex Limited at the behest of its esteemed clients across the globe has been impeccably honing and refining***this last mile salesperson*** to the best of brands' advantage. From pillow packs -- to stand up pouches – to profile packs, Uflex has come a long way delighting brands and consumers alike through packaging that is superior in aesthetics; enhanced in terms of functionality; possesses optimum barrier properties;offers infallible anti-counterfeiting/ brand protection features andexhibits eco-friendlytraits too.

Uflex presents whole new **Three Dimensional Packaging** for ricewherein the front, back and bottom laminates comprise a three layered Matte BOPP/MET PET/Poly structure with premium matte finish and the side gussets are made of PET/PET/Transparent Poly. What more! The side gusset comes fitted with a handle further spelling immense ease of carrying for the end-user.The transparent side gussets allow the consumers to see the product packed inside. The matte finish further adds to the panache enabling the pack to rise above the clutter. The shape of the pack has been designed for optimising space utilization on the expensive retail shelf.



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For UFLEX LIMITED

SUBHASH KHATUA
Dy. General Manager (Secretarial)

The erstwhile options of thick tasselled thread (*dori handles*) and D-Punch handles were quite inconvenient for consumers buying heavy packs at retail outlets. This pain point led the engineers at Uflex to design this innovative 3D packaging.The functionality narrative of the pack does not end at this. The front face of the pack comes equipped with a Slide to Close (STC) re-closable zipper that allows easy access to the product packed insidewithinfallible seal integrity for deferred use keeping the aroma and flavour of the premium basmati rice intact. It is advisable to store rice in the pack itself for best results throughout the recommended shelf life.The superior matte finish further impartsa ravishing look to the packplaced on the kitchen rack.

All the five sides of the pack provide unmatched branding opportunities further enunciating top of the mind recall. Uflex is the only packaging company in India manufacturing three dimensional packagingof this kind as the machinery required for accomplishing the job is very sophisticated.

Commenting about the popularity of the new three-dimensional pack, Mr. Arun Anand, ExecutiveVice President, Marketing at Uflex Packaging said, **"This novel product is gaining a lot of interest from brands from all across and we are getting substantive enquiries for such packaging solution in big bagsfor pet food, detergents and other granular materials."**

Talking about the client-participatory approach and innovation driven culture at the organisation, Mr. Ashok Chaturvedi, Chairman & Managing Director, Uflex Limited said, **"The most endearing aspect of our journey of over three decades now is the fact that our clients actively interact with our R&D and marketing teams at all locations to devise packaging solutions that are 'bespoke' in the truest sense. No two products that we offer are likely to be the same because of the high element of customization factored into the design. This *innovation to create value added differentiation*for our clients globally is what makes us unique."**

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.

For further information, please contact:

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Official Release / (2) Uflex September /2016

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For UFLEX LIMITED

SUBHASH KHATUA

Dy. General Manager (Secretarial)

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