

FDC's flagship brand Electral value added ready-to-drink ORS+Zinc Solution 'Electral-Z+' launched in UFlex' Asepto Holographic Packaging

~ Available across India ~

~ FDC Ltd, world's leading manufacturer of ORS & a pioneer in creating specialty formulations (Oral Rehydration Salts) entrusts Asepto to develop a distinctive packaging solution for its ready-to-drink 'Electral-Z+' (ORS+ZINC Solution) brand ~

Noida, India, January 24, 2022: UFlex' Asepto, the first Indian manufacturer of Aseptic Liquid Packaging business, has been chosen as the packaging partner of FDC brand 'Electral Z+ (ORS+Zinc Solution)' ready-to-drink OTC product, having this unique formulation manufactured by Halewood Laboratories Private Ltd. The new value-added variant of Electral launched in Asepto's holographic packs is available in pharmacies and health centers across India.



FDC Limited's flagship brand Electral value-added ready-to-drink ORS solution 'Electral-Z+ (ORS+Zinc Solution)' launched in UFlex's –Asepto Holographic packaging.



On being chosen as the preferred packaging partner, Ashwani Kumar Sharma, **President & CEO, Aseptic Liquid Packaging Business at UFlex Ltd** said, "The goal was to devise a strategy that highlighted the crucial fortification while also protecting the finished product inside. The basic brief was to emphasize the solution's major component, Zinc—the most vital nutrient, so that it receives extra customer attention. What Asepto in turn came up with is the unique 3D holographic packaging solution, drawing attention with an interactive packaging. Overall, the packaging has not only proved to be the ideal match facilitating clear communication to consumers, but also highlighted the product's USP." The six-layer



packaging ensures that external media such as bacteria, light, and air do not contaminate the liquid ORS packed, and that the product contents stay sterile. As a result, the ORS solution has a long shelf life without having preservatives. *"Adding credence to our winning pack is the recent endorsement by SIES SOP Award 2021 for Asepto's exclusive packaging for FDC Limited's ORS+Zinc Solution Electral Z+(Delicious Orange Flavour) in our value-rich holographic packs."* **Sharma** added.

Talking about the product that has hit the retail shelves in this unique packaging manufactured by Asepto, **Nandan Chandavarkar, Joint Managing Director, FDC Ltd.** remarked, *"Packaging is extremely vital for the ORS category for the simple reason that the content is sensitive in nature and is aimed at boosting immunity. The launch is an extension of our flagship brand Electral with Zinc, marketed as Electral Z+ (ORS +Zinc Solution) RTD is available in a 200ml pack, in orange flavour. The co-packaged ORS+Zinc solution contains a number of critical components that require extra consumer attention in order to make the best health decision. Since these RTD (ready-to-drink) solutions are widely available in pharmacies, shops, and health centers, this new packaging needed to stand out. Our main focus was to highlight the Zinc Plus fortification hence was apt not to use a normal printed pack. We're grateful that the Asepto packaging experts have collaborated closely with our team to develop a unique packaging for our most significant brand, featuring an eclectic mix of aesthetics and pack functionalities, upholding our brand ethos. On the retail shelves, the new packs look fantastic! We value our partnership with UFlex-Asepto and anticipate interesting years ahead."*

Expressing his view on the transformational packaging, **Krutin Chaturvedi, Director Marketing, Halewood Laboratories Pvt Ltd.,** said, *"Halewood always come with new and innovative products and for that we need a different packaging. We are very happy to launch our formulation in a packaging which achieves our goal. The fact is that our ORS with Zinc in ready-to-drink format is a unique and first time in India formulation, thus needed to be highlighted to our customer impactfully. The formulation with a clean and alluring packaging has changed the ball game of the ready-to-drink ORS segment. This value-added transformation will undoubtedly make it easier and more convenient for consumers to choose our right product with the mark of authenticity."*

UFlex's Sharma added, *"UFlex works in harmony with the environment and consumers to make food safe, accessible, and appealing, and this encourages the company to develop safe and innovative packaging solutions for the world. Under the mother brand, Asepto is dedicated to maintain the safety of people and communities by safely and efficiently utilizing all resources and ensuring that its customers' businesses are safe, prosperous, and sustainable for future generations."*

For media queries, contact:

Aarti Laxmanan | UFlex | E: corpcomm@uflexltd.com | Tel: +91 98998 13325

About Asepto

Asepto is the Liquid Packaging brand from the house of UFlex Limited. It is the first Indian manufacturer of aseptic liquid packaging material with a state-of-the-art facility in the industrial hub of Sanand in Gujarat. Its offering is designed to deliver user convenience, easy opening and optimal shelf life to products like juices, non-aerated alcoholic beverages and highly perishable liquid consumables like milk and other dairy products.

The facility is equipped with latest top of the line converting machines capable of manufacturing truly world class aseptic packs for its customers. For more details, click: <https://www.asepto.com/>

About UFlex

UFlex is India's largest multinational in flexible packaging materials and solutions and a global polymer sciences corporation. Since its inception in 1985, UFlex has grown from strength to strength to establish presence across the world through manufacturing units and customers. Today, it has state-of-the-art packaging facilities at multiple locations in India and has packaging film manufacturing facilities in India, UAE, Mexico, Egypt, Poland, Russia, Hungary, Nigeria and USA.

Integrated within its core business profile of Flexible Packaging and Packaging Films are allied businesses like Aseptic Liquid Packaging, Engineering, Cylinders, Holography and Chemicals which further gives UFlex a superior edge over competition. UFlex offers technologically superior and sustainable packaging solutions for a wide variety of products such as snack foods, confectionery, sugar, rice, other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps, detergents, shampoos, conditioners, vegetable oil, spices, marinades & pastes, dairy products, frozen food, poultry, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers, plant nutrients, motor oil, lubricants, automotive and engineering components etc. A B2B manufacturer, UFlex has also added new consumer facing products to its portfolio, like sanitizers and N-95 masks.

A winner of various marquee global awards for its products' excellence, innovation and sustainability, UFlex became the 'first company in the world to recycle mix plastic waste' earning it recognition at *Davos Recycle Forum in 1995*. For more details, click on: www.uflexltd.com

About FDC Limited

Established in 1940, with the dream of building a world class company and vision to make the nation self-reliant in healthcare. FDC carries forward the flaming spirit of its first dream, achieving accreditations from the US-FDA, UK-MHRA, MCC-RSA, and the UAE, to cite a few. FDC is a forerunner in manufacturing and marketing of Oral Rehydration Salts (ORS) and Ophthalmic. FDC has also set-up globally approved, multi-location manufacturing facilities for Active Pharmaceuticals Ingredients (APIs) as well as Finished Dosage Forms. These facilities are located at Roha, Waluj and Sinnar in Maharashtra, Vema in Goa and Baddi in Himachal Pradesh. FDC markets more than 300 products in India and exports many of these to over 50 countries. FDC strives to explore, innovate and integrate solutions with modern technology, empowering talent and expanding healthcare horizons for a better quality of life to millions globally.

About Halewood

Halewood Laboratories Pvt. Ltd. established in 1984 is a technologically, socially and health conscious company. Specialized in contract manufacturing for Food Supplements and Pharmaceuticals products. Over the period of time Halewood have been pioneer in new product developments and have gained trust of various world leaders and MNCs in food and pharmaceutical industries. Having its presence in over 40 countries, Halewood has multiple manufacturing location in India and outside India to cater the needs of customers and help them save cost logistically. Halewood's mission is 'To create a healthier future for generations to come'