



# ASEPTO FROM THE HOUSE OF UFLEX IS VERY PROMISING FOR THE GLOBAL ASEPTIC LIQUID PACKAGING MARKET

India's largest multinational flexible packaging materials and Solution Company Uflex has commissioned state-of-the-art aseptic liquid packaging material manufacturing plant at Sanand in Gujarat, which is the first truly Indian venture in this space. ASEPTO as Uflex has chosen to call its liquid packaging material brand, perfectly completes the product portfolio of the company which now comprises end-to-end flexible packaging solutions for solids, semi-solids, granular products, powders, non-aerated liquids, viscous fluids, pastes and gels.

**Agri Business & Food Industry** (ABFI) recently had a talk with **Ashwani Sharma**, (AS) President & CEO, New Business Initiatives and the custodian of Brand ASEPTO.



**ABFI: Can you tell us about Indian Aseptic Liquid Packaging Market?**

**AS:** The Indian Aseptic Liquid Packaging Market currently stands at around 11 Billion Packs and is growing at the rate of 18-20% per annum. In value terms the market size is approximately INR 2000 crore. According to various research reports the market is expected to double up to 20 Billion Packs in the next 3-4 years. In this 11 Billion packs per annum market, Juices and Health drinks comprise around 5.5 Billion packs followed by Distilled Beverages at around 3.2 Billion packs per annum

and finally Milk and Dairy Products comprising around 2.3 Billion packs per annum approximately.

**ABFI: Tetra Pak is an established player in this field. How do you see this?**

**AS:** Like I pointed out in the previous question, the Indian aseptic liquid packaging market beholds great potential and there is enough room for more than one player to service the clients. Eventually entry of more players in this segment will be good for the market as a whole. Monopoly has never done any good to anybody. Moreover from a

supply chain point of view, the manufacturers of liquid brands in India are delighted to have an alternate supplier, because depending solely on one packaging supplier is always fraught with risks of temporary business discontinuity or blackouts. With more packaging players entering aseptic liquid packaging space, the product design and functionalities will get much more efficient and competitive in the larger interest of brands and their consumers. Our CMD often says ASEPTO has been conceived to help India's liquid brands to stand on two feet rather than staggering

on one foot. We have over three decades of illustrious experience of offering end-to-end flexible packaging solutions to the best of multinational brands in India and overseas alike. ASEPTO is the extension of the existing business relationship that we have with our global clientele for their other products. Our plant at Sanand has already been commissioned and we are in the final stages of shelf life trials and validations with brands. We have already commenced commercial production for several brands whose trials are over. The response has been very

encouraging.

**ABFI: What is unique about ASEPTO? What is the real potential that it beholds?**

**AS:** If you look at the aseptic packs globally, they all look just the same; there is no differentiation so to speak. There hasn't been much development on the aesthetic side of liquid packaging over the last three decades or so. In case of ASEPTO we are making the most of our in-house holographic and engineering capabilities to fill this need-gap.

Besides pillow, trio and brick formats (in volumetric range 65 ml to 1000 ml) that are standard offerings in the aseptic packaging segment, we also offer two value added product ranges namely ASEPTO Spark and ASEPTO Premium.

ASEPTO Spark offers a unique range of holographic and metallic packs giving customers endless possibilities of modifying their existing designs or creating a new brand proposition for their existing line of products. ASEPTO Spark enhances the aesthetic and functional elements of the aseptic carton packs giving them a distinct identity at the point-of-sale (POS). In case of ASEPTO Premium, the metallic look achieved through flexo-printing technology is further accentuated by foil stamping, embossing, precision stamping, 3-D Fresnel Lens, multi-lens holographic effects etc. making the packs absolutely distinguished. These are some of the very many features that will give the much needed face lift to the aseptic packs that they have been lacking for all these years now.

**ABFI: What segments will**



**ASEPTO cater to? What is your market?**

**AS:** ASEPTO will present a range of packaging solutions for non-aerated liquids like Juices, Health Drinks, Milk, other Liquid Dairy Derivatives and last but not the least Distilled Beverages. Our aseptic liquid packaging material manufacturing plant is our latest ode to Government's Make in India initiative. You will be glad to note that ours is the first truly Indian aseptic

liquid packaging material manufacturing plant. We have ambitious plans to tap into the Indian market while simultaneously also supplying to all major markets globally. The entire world is our playground!

**ABFI: Is there something more to ASEPTO?**

**AS:** Being the fully integrated flexible packaging solution company that Uflex is, we have also engineered the associated Aseptic Filling

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Line called ASEPTO Smart 78 - the first ever fully Indian advanced and sophisticated aseptic packaging machine with a capacity of Forming-Filling and Sealing 7,800 packages per hour for sizes ranging from 100, 125, 160 and 200 ml slim packs. The machine comes equipped with special tools for superior and optimized operations. It has several significant features such as advanced integration with PLC, lesser electronic parts, better human interfacing making it operator friendly in addition to delivering highest production speed than any other comparable machines. The machine is low on maintenance which is a big advantage for our clients as it will bring down the Total Cost of Ownership (TCO). In this category, most of the machines generally process 7,500 packs per hour unlike ours that has a capacity of processing 7,800 packs per hour.

**ABFI: Tell us something about the plant capacity, investment et al and also about the revenues that you are anticipating from ASEPTO.**

**AS:** For the first phase of the aseptic liquid packaging material manufacturing plant we have invested INR 580 crore and the plant capacity is 7 billion packs per annum, which we can scale up keeping pace with the demand. In the coming 3-4 years we see additional revenue of around INR 1200 crore coming from the sales of Aseptic Liquid Packaging Material and around INR 300 crore from the sales of Aseptic Filling Machine.