

# Uflex eyes booming market

The company is intelligently creating and promoting itself among the branded players across verticals

RITWIK MUKHERJEE

Kolkata

**B**SE and NSE-listed \$1 billion-plus Uflex Ltd, India's largest global flexible packaging solution company, seems well set to tap the \$15 billion flexi packaging industry in India, which is growing at more than 20 per cent per annum, by intelligently creating and promoting its brand among the branded players across different verticals.

"We make our presence felt at the trade shows both nationally and internationally besides strategically highlighting our brand in global trade, mainline and social media. We also use various innovations to create 'Value Added Differentiation', which is our raison d'être," said Rajesh Bhatia, global CFO, Uflex Limited.

"The very fact that different brands across product categories globally use our packaging solutions, drive home the point that we are one of the most preferred flexible packaging solutions company," said Bhatia.

While Uflex is the only fully backward integrated flexible packaging materials and solution company, in different sub-verticals, it has to take on strong brands. For instance, in polymeric films, some of the well-known players are Toray, DuPont Teijin, Mitsubishi, Treofan, Taghleef Industries, Borealis AG, Jindal Films, Cosmo Films, Max Specialty Films, SRF etc. Similarly, in the field of flexible packaging, there are players like Amcor, Bemis, Constantia Flexibles, Huhtamaki, Mondi, Essel Propack etc. Polymeric films and flexible packaging are its main product offerings and its allied activities include Cylinders, Holography, Engineering and Chemicals that service the entire realm of flexible packaging requirements globally.

Bhatia said, "Considering the encouraging demand for our brand protection and anti-counterfeiting solutions, we are in the process of expanding our holographic manufacturing capabilities in Jammu with



a Capex of nearly Rs 150 crore. Our Holography Business has grown by over 400 percent in the last four-five years and is expected to grow yet faster in future."

"Our Holography business which manufactures a plethora of technologically enhanced brand protection and anticounterfeiting solutions ranging from Holograms (analog 2D/3D conventional), Dot matrix (up to 24,000 DPI); non-diffractive Litho (up to 1,20,000 DPI) and E-Beam); Wide Web Holographic Films (Soft embossing films, Hard embossing films, UV embossing films, High Refractive Index films, Windows/Demetallised and Lens films), 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 OEKOTEX Certified Textile Value Addition Products (Sequins Film, Hot Melt Film, Holographic Glitter Film) among several others," added Bhatia.

Uflex otherwise offers end-to-end flexible packaging solutions for a wide variety of products like snack foods, candy and confectionery, sugar, rice and other cereals, beverages,

tea & coffee, desert mixes, noodles, wheat flour, soaps and detergents, shampoos & conditioners, vegetable oil, spices & pastes, cheese & dairy products, frozen food, sea food, meat, anti-fog, pet food, pharmaceuticals, marinades, contraceptives, garden fertilizers and plant nutrients, motor oil and lubricants, automotive and engineering components etc. Its clientele includes P&G, PepsiCo; Tata Global; Mondelez, L'Oréal, Britannia, Haldiram, Amul, Kimberly Clark, Ferro Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca Cola, Wrigley, Johnson & Johnson among several others.

"Ironically, the penetration of packaging in our country is very low with almost 90 per cent of consumer goods particularly food products being still sold unpackaged or in loose form. The per capita packaging consumption in India is as low as 4.5 kg currently, while that in Taiwan, Germany and the US is around 19, 50 and 71 kg respectively," said Bhatia.

At present, Uflex has state-of-the-art flexible packaging material manufacturing facilities at multiple locations in India with installed capacity of around 100,000 TPA and has polymeric film manufacturing facilities in India, UAE, Mexico Egypt, Poland and USA with cumulative installed capacity in excess of 337,000 TPA.

**Uflex has state-of-the-art flexible packaging material manufacturing facilities at multiple locations with installed capacity of around 100,000 TPA**

ritwikmukherjee  
@mydigitalfc.com