

IndiFoodBev

Packaging South Asia Food & Beverage Supplement



ITC aims growth in frozen foods segment



Union Budget
Big govt push to food
processing and
cold storage

Agro Tech Foods
Del Monte India

Hatsun Agro
Milk Mantra Dairy

ITC Prasuma



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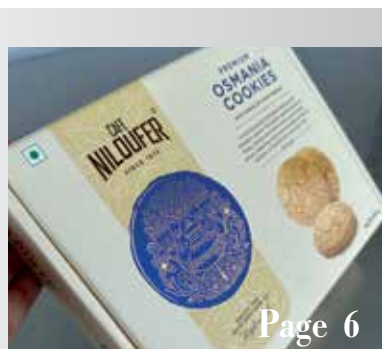
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◆ Indian multinational certified to use post-consumer rPE in food packaging

UFlex secures USFDA approval for recycled PE in food packaging

UFlex India's largest multinational flexible packaging company, has become the first Indian company to receive approval from the United States Food and Drug Administration (USFDA) for its recycling process. This approval allows UFlex to use recycled polyethylene (rPE) in food packaging, a major step in reducing plastic waste and supporting global brands in meeting their sustainability goals.

UFlex's recycling process is categorized as super-clean recycling, with the ability to de-ink post-consumer recycled (PCR) materials by more than 95%, making it one of the most advanced worldwide. The USFDA certification adheres to international standards and contributes to the global shift toward a circular economy, reinforcing UFlex's commitment to sustainability and innovation.

◆ Announces Rs 317 crore investment in new Noida recycling plants

To further strengthen its recycling infrastructure, UFlex is investing Rs 317 crores (US\$ 38 million) in advanced recycling technologies. This includes the establishment of two new recycling plants at its Noida facility in India, with a combined annual capacity to process 39,600 metric tons of plastic waste. These plants will significantly boost the production of rPET and rPE materials for use in food packaging, aligning with India's growing emphasis on sustainability and its evolving legislative framework.

"In line with our commitment to support the Government of India's Extended Producer Responsibility (EPR) legislation, we are proud to announce this significant investment to strengthen our recycling



(Left to right) Mihir Banerji, secretary general of PPRDC; Manas Kumar Sarkar of PPRDC; Ashok Chaturvedi, chairman and managing director, UFlex; Deepak Mishra, joint secretary, department of chemicals and petrochemicals; Shishir Sinha, director general, Central Institute of Petrochemicals Engineering and Technology; and Jeevaraj Pillai, trustee, PPRDC, releasing the report on 'Quantitative and Qualitative Determination of Recycled PE Content in Post-Consumer Recycled Blends' last year

capabilities. The Indian government has set ambitious targets for the collection, recycling, reuse, and use of recycled content in plastic packaging to promote sustainable packaging. Our enhanced recycling operations will empower brand owners to meet their EPR commitments and set a global benchmark for sustainable packaging," said, Jeevaraj Gopal Pillai, whole time director for Sustainability, and president Flexible Packaging and New Product Development, at UFlex.

Pillai further stated, "Innovation and sustainability have always been at the heart of our journey. Three decades ago, when recycling was still an emerging concept, we envisioned a future where waste could be transformed into value. Our early investments in recycling multi-layered plastic waste, once thought to be impossible to recycle, proved that innovation could drive meaningful change."

He added, "With the first-ever USFDA approval for an Indian company in food-contact recycling, we are proud of how far we have come. This milestone is not only a proud moment for UFlex but also for India, as it highlights our country's growing leadership

in sustainable innovation and underscores its potential to make significant contribution to the global sustainability agenda.

"Additionally, we have applied for USFDA certification to recycle polypropylene (PP), which will position UFlex as the first company in the flexible packaging industry with the technology and capacity to recycle all three materials—PET, PE, and PP—for use in food packaging. We are excited to collaborate with global brands to help them meet the growing consumer demand for sustainable products while reducing plastic pollution."

At present, there are no specific guidelines for the use of recycled polyethylene (rPE) content in food packaging. However, there is a mandatory requirement under India's extended producer responsibility (EPR) regulations to incorporate recycled content in packaging. UFlex, in collaboration with industry players, is actively engaging with government bodies such as FSSAI and BIS to help develop the necessary guidelines for the safe and sustainable use of rPE content in food packaging in India. This collaborative effort aims to ensure that the industry adheres

to the highest standards in food packaging while contributing to a circular economy.

Currently, UFlex has recycling plants in India, Poland, Egypt, and Mexico, processing post-consumer

multi-layered mixed plastic (MLP), multi-layer aseptic packaging (MLAP), and polyethylene terephthalate (PET) waste. It is the only Indian company working on innovative solutions for flexible MLP and PCR applications

both in India and globally. Through the conversion of post-consumer waste into high-quality, food-safe materials, the company is driving innovation while reinforcing its commitment to a circular economy. ■

◆ Water and soft drink plant in Sierra Leone adds capacity

Shri Uma Plastic Industries expands export portfolio

Shri Uma Plastic Industries, a provider of flexible packaging solutions in Jodhpur's Basni industrial area, is expanding and diversifying its export portfolio by leveraging its production plant in West Africa's Sierra Leone.

The Kings Beverages plant, inaugurated in 2017, produces water and soft drinks along with its packaging, which has lifted the company's Y-o-Y growth. The plant is set for expansion with more investments. In the coming 5-6 months, it will double in production with multiple SKUs.

In India, the company has been operational since 1975 in Rajasthan. Its portfolio consists of packaging for household goods, namkeen, jaljeera, spices, snacks, grains and cereals, tea, non-alcoholic and alcoholic drinks, agriculture goods, customized and sustainable product designs, and pouching solutions. It exports packaging solutions to African countries such as Sierra Leone, Ivory Coast, Ghana, Liberia, and a few South Asian nations, including Nepal.

In an interaction with *IndiFoodBev*, Chandresh Raj Lodha, the fourth-gen MD of the family business, explained that his great-grandfather, the late Sampath Raj Lodha, initially established the business with a shop named Lodha Plastics in 1960. It was later industrialized by his grandfather Sudhraj Lodha, who established the firm as Rajasthan's first manufacturing unit in the year 1975. Lodha said that it was India's 13th manufacturing



Chandresh Raj Lodha, the fourth-gen MD of the family business

plant. The company was named Shri Uma Plastic Industries after Uma, his grandmother.

Promoting the company's slogan 'We print before you think', Lodha said he joined the family business in the year 2012 while his father, Jitendra Raj Lodha, was the chairman and MD. He learned much of the technicalities in production and sales from his father. At present, both Chandresh and his father are the presidents of the Rajasthan Laminator Manufacturing Association and members of the All India Plastic Manufacturers Association (AIPMA).

According to him, packaging serves two purposes – promoting and protecting. "The promotional effort is to grab the attention of a customer in less than a few seconds towards a product on a supermarket shelf and



The soft drink and its packaging are both manufactured at the Kings Beverages plant in West Africa's Sierra Leone

say 'take me home'. While protecting has more to do with the longevity of the product. We provide our solutions to some of the renowned brands in the country."

On technology, Lodha said, "We have an eight-color rotogravure printing machine, a lamination base, solventless, a slitting machine, a trimming wastage machine, zipper, and pouching machine, quality testing equipment, and more."

He believes that the strength of Rajasthan as a packaging manufacturing hub has increased significantly in the last decade. "The Indian manufacturers and converters are gaining high traction globally. Rajasthan too has no shortage of players, and we are growing with increased investments in the latest technology, R&D, and growing exports," he concludes. ■

- Aayush Pandey