

**Press Release**

**Fresca Juices dazzles with holographic packs on the shelf for the first time in India.**

***With the launch of new holographic packs, Fresca is all set to take on the market.***

**21 August 2018, Noida:** - Fresca's most- awaited holographic aseptic packs are all set to dazzle retail shelves. Fresca is one of the leading and fastest growing Juice Brands of India. The company has three manufacturing facilities with a strong presence in more than 10 to 12 states of India. Fresca officially launch's India's first Holographic Pack in 200ml Tropical Mix and Guava Premium Juice category. Therefore, this festive season consumer will get to hold on to a new packaging to share with their close ones.



**FIRST TIME IN INDIA, FRESCA JUICES; DAZZLES WITH HOLOGRAPHIC PACKS ON THE SHELF.**

Akhil Gupta, Managing Director, Fresca; commented on the launch, "We believe this is the ideal time to launch when people are always on a look out for something new and appealing for gifting. With the help of Uflex's brand Asepto we are able to revitalize the consumer experience in the sparkling Holographic packs of Fresca's 200ml Tropical Mix Premium and Guava Premium; the packaging not only serves as marketing differentiator at the retail standpoint but also takes care of the key component for safe journey of products from production to consumption. The smoothness and superior taste is very pleasing, as it has higher percentage of fruit pulp giving a great drinking experience to consumers.

Adding more Gupta stated, "In India by far the Aseptic beverage packaging has had very limited aesthetic possibilities with not much uniqueness or exciting visual hook on the shelf to offer to the consumers. However, the unique striking effects of holographic innovation by Uflex's brand Asepto has encouraged brand like us to create a fresher approach to consumers, the holography in aseptic packs is a boon to the industry. On the first day of market launch we have been able to bag massive orders for the upcoming festive season.

Ashwani K Sharma, President & CEO , Uflex Ltd added on the launch "We knew that the new holographic packaging "Asepto Spark" will do wonders for Fresca as a brand, it's heartening to know that on the first day of launch itself Fresca has received such massive order book. Now the impact is visible and many leading brands are looking to convert to Asepto Holographic packs. I strongly believe that this is just the beginning and Indian consumers are not only going to get the taste of a great juice but also Asepto Spark "the holographic packaging" going to excite and ignite the market on the whole.

Sharma added, "Asepto Spark is a global innovation of Holographic packs offered to the industry and has created loads of excitement in the global market already, we have received tremendous response from international markets like Middle East ,Europe, Asia, Africa and China. With our first launch in the home ground has created a grand buzz. In the same light, Fresca has taken the step forward to launch their first aseptic pack with complete holography feature, which will help their products stand out on the shelf."

### **About Fresca**

Fresca is one of the leading and fastest growing Juice Brands of India. Fresca Juices has three manufacturing facilities with a strong presence in more than 10-12 states of India. With the aim of suiting the pockets and needs of buyers, the brand offers 11 flavors in sizes from 160ml to 2 liters. With all the available price points starting from Rs. 10-120. "Every sip of any Fresca juice is like biting into a fruit with a blast of its natural flavor in your mouth. Coming straight from the orchards, our each fruit is a source of best quality pulp concentrates. This means the goodness of the fruit is retained to the maximum before it makes way to our bottles and eventually to your taste buds. Taste and nutrition are brought together in every single bottle of Fresca juice, reason we say... pulp in every gulp."

### **About Asepto**

Asepto is the Liquid Packaging Brand from the House of Uflex Limited – India's largest fully integrated multinational flexible packaging materials and Solution Company. We are the first Indian manufacturer of aseptic liquid packaging material with a state-of-the-art facility in the industrial hub of Sanand in Gujarat. Our 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.

Our facility is equipped with latest top of the line converting machines capable of manufacturing truly world class aseptic packs for our customers. The aseptic packaging manufacturing facility is first of its kinds with a production capacity of 7 Billion packs per annum. The plant is spread over 21 Acres of the sprawling 72 Acre land parcel that Uflex has bought at Sanand, Gujarat.

### **About Uflex**

*Uflex is India's largest multinational flexible packaging materials and Solution Company and an emerging global player. Since its inception back in 1985, 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.*

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