



PRESS RELEASE

Uflex – Stairs School Football League begins in Ahmedabad

11 January 2016, Ahmedabad: India's largest flexible packaging company Uflex today unveiled the Sports Gear, Fair Play Trophy and the Champion's Trophy just ahead of the first knock out match that will be played on 12th January formally opening the first season of the Ahmedabad Chapter of Stairs School Football League (SSFL).

Conceptualized to identify football talent right at early adolescence so that India could get some of the best players to take the country to newer pinnacles of success, SSFL is one of the Corporate Social Responsibility (CSR) initiatives, that Uflex is supporting. SSFL is a platform solely for the children under 14 and 17 years of age and exactly follows the format of FIFA World Cup. The League is counted as world's largest talent spotting and training programme.

The first season of the Ahmedabad Chapter of SSFL will see a series of nail biting matches being played by 64 teams of *Under 14* boys from Ahmedabad and Gandhi Nagar. After going through the knock out; league; super league and semifinal rounds, the final match for lifting the much coveted SSFL Champion's Trophy will be played in Ahmedabad in February 2016.

All matches will be played as per the guidelines laid down by FIFA. Professionals from Sports Authority of Gujarat and STAIRS will closely observe the matches to spot talented footballers who deserve to be nurtured and further trained. This is the first phase of SSFL in the state and the league may move on to other districts to mobilize thousands of promising footballers.

After the phenomenal success of the Delhi Chapter of SSFL that Uflex has been patronizing as a firm ally, the Company earlier last month formally extended support to the Ahmedabad Chapter as well.

In August 2015, SSFL Delhi had entered into the second year. The programme witnessed active participation from over 6000 children across 288 schools in the National Capital Region. 592 matches were played in a span of 100 days during SSFL Delhi engaging 288 teams. Encouragingly, 32 girls' teams also participated in the second season of SSFL Delhi that culminated last month.

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For UFLEX LIMITED

(AJAY KRISHNA)
Sr. Vice President (Legal) &
Company Secretary

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Following in footsteps of its Delhi counterpart, the Ahmedabad Chapter of SSFL is all set to enthrall the spectators. Notably, Stairs School Football League is looked up to as the tournament for spotting talent for Under-17 (U 17) FIFA World Cup that will be hosted by India in 2017.

SSFL typically begins with league matches while the semi-final and final games are played at a central venue. All school teams intending to participate mandatorily have to go through the qualifier rounds.

SSFL has evolved to become one of the most significant '*talent spotting*' platforms for clubs and bodies seeking to acquire talent right at early adolescence. While many officials and individuals from professional bodies keep their eyes on the budding players during the matches, selectors from international foreign clubs keenly watch '*live streaming*' of important matches and even call for recorded videos to assess the performance of promising players.

The fundamental objectives of SSFL include:

- a) Transforming the sporting scenario at the grassroots,
- b) Uprooting all obstacles confronting sporting talent at the hinterland and
- c) Nurturing future champions and creating opportunities for them to excel

Mr. Ashok Chaturvedi, Chairman and Managing Director, Uflex Limited in an official statement said, "I am delighted that we are being able to contribute towards enhancing the image of India by supporting the Stairs School Football League that identifies, nurtures and trains the football champions of tomorrow. May the best team win!"

Uflex is in the process of setting up first of its kind Aseptic Packaging plant in Sanand, Gujarat – a project that echoes the ethos of Government's flagship scheme, **Make in India** and will generate employment for nearly 3000 people upon completion of all the phases. The first phase of the project will see an investment of INR 580 crores.

According to Mr. Siddhartha Upadhyay, Founder and Secretary General, STAIRS, "It is just the first phase of SSFL in Gujarat as we are aiming to touch at least 5,000 footballers in the state and scout for the most promising talent. The league that starts tomorrow will be totally dedicated towards identifying talent, considering the World Cup Under 17 that will be held in India in 2017.

I am thankful to Uflex for its continued support to the initiative that will empower the children and youth of the state much like it would bolster the sport itself. This will inspire the children to play the sport with truest sportsmanship and even opt it as a career."

About Uflex

Uflex is India's largest end-to-end flexible packaging company and an emerging global player. Since its inception back in 1983, 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

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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.

All Uflex plants are accredited with ISO 9001, 14001, HACCP & BRC certifications. Uflex caters to markets spanning across the globe in over 140 countries like USA, Canada, South American countries, UK and other European Countries, Russia, South Africa, CIS, Asian and African nations. Integrated within its core business profile are allied businesses like Engineering, Cylinders, Holography and Chemicals which further give Uflex a superior edge above competition.

Uflex Limited is also a part of the D&B Global Database and winner of various prestigious national and international awards for its products' excellence. Uflex offers technologically superior packaging solutions for a wide variety of products such as snack foods, candy and confectionery, sugar, rice & other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps and detergents, shampoos & conditioners, vegetable oil, spices, marinates & pastes, cheese & dairy products, frozen food, sea food, meat, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers and plant nutrients, motor oil and lubricants, automotive and engineering components etc.

Some of Uflex's clients on the global turf include P&G, PepsiCo; Tata Global; Mondelez, L' Oreal, Britannia, Haldiram's, Amul, Kimberly Clark, Ferro Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca Cola, Wrigley, Johnson & Johnson among others.

About STAIRS

STAIRS is a New Delhi-headquartered not-for-profit, non-governmental organization (NGO) which aims to empower the underprivileged youth of India. It is committed to providing opportunities to the young Indians so that they can lead a life of dignity. The NGO, which started in 2000, nurtures the talented sportsmen at the bottom-of-the-pyramid to ensure sports become a mean of earning a living.

STAIRS also organizes educational and health programmes and educates youth about the dignity of labour and equality irrespective of caste, creed or sex. STAIRS operates through its 300 centres spread across six states in India.

For further information, please contact:

- T. Anand Mahesh / Subrat Sarangi

Mobile No.: 09870716285 / 9899501299

E-mail: anand@mavcommgroup.com / s.sarangi@mavcommgroup.com

- Rajesh Agrawal; Vice President, Investor Relations & PR, Uflex Limited
Mobile No.: 09967491495
E-mail: rajesh.agrawal@uflexltd.com
- Rohit Sharma, Manager, Investor Relations & PR, Uflex Limited
Mobile No.: 09910300187
E-mail: rohit.sharma@uflexltd.com