

Radico Khaitan launches 'Triple Eight' whisky in UFlex-Asepto's iconic Foil Stamping aseptic pack

~ The country's largest IMFL maker collaborates with first Indian aseptic packaging maker to introduce new-age packs in Karnataka ~

Noida, Uttar Pradesh; March 17, 2021: The country's largest IMFL maker, Radico Khaitan, has launched its whisky brand 'TRIPLE EIGHT' in an iconic pack imbibing Foil Stamping feature, manufactured by UFlex-Asepto, rejuvenating its aseptic packaging story for its consumers. Triple Eight whisky aseptic packs launched in Karnataka is the outcome of a packaging partnership between both the companies to elevate the packaging standards for the IMFL category products and embellish the packs to make them aesthetically superior using unique design blends for brand differentiation.

Elaborating about the unique packaging development, **Ashwani Kumar Sharma, President & CEO, UFlex-Asepto** said, "We are extremely proud to have associated with Radico Khaitan which is known for quality blended whisky. The packaging will certainly accentuate its class to create an aspiration reach for its customers. While differentiation through unique packaging experience has always been Asepto's key focus, the steal is the anti-counterfeit quality that is pertinent to prevent the consumption of adulterated liquor—a grave concern for the liquor makers."

While the brand Triple Eight will focus on better count of blended whisky inside, the startling effects of gold foil stamping and black colour will impart the packs a unique identity. **Amar Sinha, Chief Operating Officer, Radico Khaitan** said, "We are extremely happy with the results of this association. This is, in fact, the first time that an alcoholic beverage company has ventured into the foil stamping effects in the aseptic packaging space." This has been a result of long labour by both the companies to enter with a unique identity for their TRIPLE EIGHT brand. "Radico has always been ahead in the innovation and Triple Eight has created a buzz in the market with its iconic aesthetic shelf appeal encouraging repeat sales," informed Sinha.

UFlex-Asepto, through this partnership, is proposing uniqueness in aseptic packaging which was very basic until now, remarked Sharma. He added, "Asepto's aseptic liquid packaging is a true example of an offering with top-class functionality as well as visually elegant packaging apt for alcoholic beverages." The new-age packaging works in more ways than one by curbing adulteration in the segment, creating great choice for customers on retail shelves and retaining the quality flavours that Radico Khaitan is known to offer.

Triple Eight is a premium whisky and to cater to the growing demand in Karnataka it is now made available in 90ml and 180ml sizes. The six-layered aseptic packaging creates room for an experience for customers to get great taste of classic blended whisky in the above price range bracket. The premium whisky maker has again gone with the names around their signature style with number '8'.



Radico Khaitan launches 'Triple Eight' blended whisky in UFlex-Asepto's iconic aseptic pack The country's largest IMFL maker joins hands with UFlex-Asepto in Karnataka.

About Asepto

[Asepto](#) is the Liquid Packaging brand from the house of UFlex Limited. It is the first Indian manufacturer of aseptic liquid packaging material with a state-of-the-art facility in the industrial hub of Sanand in Gujarat. Its 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.

The facility is equipped with latest top of the line converting machines capable of manufacturing truly world class aseptic packs for its customers. For more details, click on: <https://www.asepto.com/>

About UFlex

[UFlex](#) is India's largest multinational flexible packaging materials and Solution Company and a leading global player in Polymer Sciences. Since its inception back in 1985, UFlex has grown from strength to strength to evolve as a truly Indian Multinational having state-of-the-art Packaging facilities at multiple locations in India with installed capacity of around 1,35,000 TPA and Packaging Film manufacturing facilities in India, UAE, Mexico Egypt, Poland, USA and Russia.

Integrated within its core business profile of Packaging & Packaging Films are allied businesses like Aseptic Liquid Packaging, Engineering, Cylinders, Holography and Chemicals which further gives UFlex a superior edge over competition. UFlex offers technologically superior packaging solutions for a wide variety of products such as snack foods, confectionery, sugar, rice, other cereals, beverages, tea & coffee, dessert mixes, noodles, wheat flour, soaps, detergents, shampoos, conditioners, vegetable oil, spices, marinades & pastes, dairy products, frozen food, poultry, anti-fog, pet food, pharmaceuticals, contraceptives, garden fertilizers, plant nutrients, motor oil, lubricants, automotive and engineering components etc.

All UFlex plants are accredited with ISO 9001, 14001, HACCP & BRC certifications. UFlex caters to markets spanning across the globe in over 150 countries ranging from USA to Asia. Some of UFlex' clients on the global turf include P&G, PepsiCo, Tata Global Beverages, Mondelez, L'Oreal, Britannia, Haldiram's, Amul, Ferrero Rocher, Perfetti, GSK, Nestle, Agrotech Foods, Coca-Cola, Mars Wrigley, Johnson & Johnson amongst others.

UFlex is a winner of various prestigious national and international awards for its products' excellence including Dow's 2018 30th Awards for Packaging Innovation and Sustainability Awards 2018 besides the recently won 'Packaging Company of the Year' by *PrintWeek Awards 2019*. UFlex became the 'first company in the world to recycle mix plastic waste' for which it earned recognition at *Davos Recycle Forum in 1995*. For more details, click on: www.uflexltd.com

About Radico Khaitan

Radico Khaitan Limited ("RKL") is among the oldest and one of the largest manufacturers of Indian Made Foreign Liquor ("IMFL") in India. Formerly known as Rampur Distillery, RKL commenced its operations in 1943 and over the years, emerged as a major bulk spirits supplier and bottler to other spirit manufacturers. The company launched its first brand 8 PM whisky in 1998 and over the years, has created five millionaire brands and over fifteen organically grown brands.

Radico Khaitan Limited is also one of the largest providers of branded IMFL to the Canteen Stores Department ("CSD"), which has significant business barriers to entry. The company has been successfully building its brand equity in international markets and currently exports its products to over 85 countries.

For further information, contact:

Aarti Laxmanan

UFlex Limited

Mobile No: +91 98998 13325

E-mail: corpcomm@uflexltd.com