

ASHOK CHATURVEDI

Mr. Ashok Chaturvedi is a visionary first generation entrepreneur and founder of Uflex Limited which is India's largest multinational flexible packaging materials and solution Company.

The company offers end to end flexible packaging solutions including but not restricted to bi-axially oriented packaging films; packaging products as rolls and pre-formed pouches, flexi-tubes; inks, adhesives, coatings, polyols; packaging & converting machines; rotogravure printing cylinders, flexo polymer plates & sleeves; and technologically enhanced brand protection and anti-counterfeiting solutions that keep look-alikes at bay. Mr. Chaturvedi is the architect of the organization's vision and value-driven business strategy. Under his dynamic leadership Uflex has evolved to become a globally present and recognized player in the flexible packaging industry. What started off as a tiny manufacturing unit in 1985 is today a flourishing business venture with turnover in excess of USD 1.5 bn and is already on the growth trajectory to position itself as the leading multinational business conglomerate of India. In addition to plants in India, the group today has green-field polymeric film manufacturing facilities in 5 countries outside India i.e. USA, Mexico, Poland, Egypt & UAE with the products enjoying a formidable market presence in over 140 countries across the globe. To his customers Ashok has three promises - the 3 Q's - Quality, Quantity & Quickness and leading by example he has imbibed this in the culture of the organization. Mr. Chaturvedi is a man of principles and virtues that truly reflect in the DNA of Uflex Group placing trust and respect; customer value creation; innovation; global perspective; speed in all directions and socio-environmental sustainability at the helm.

Globalization, excellence, innovation to create value added differentiation, modernization, quality and quantum growth are his guiding principles. Today Uflex Limited has evolved into India's largest flexible packaging solution company serving the fortune 100 companies not only in India but globally. Mr. Chaturvedi is a globally recognized exponent of flexible packaging industry and revered as the '*Father of the Flexible Packaging Industry in India*'. To his credit are the unit packs or sachets for shampoos, mouth fresheners, candies, tomato ketchup etc. that brought about a revolution in the FMCG sector back in the eighties suddenly bringing the popular brands within the reach of masses. This watershed moment followed by strong and steadfast progress under the aegis of Mr. Chaturvedi made Uflex a global player.

His eyes are constantly focused on innovation & value addition that the market will witness very soon and will take the flexible packaging industry to the next level.

Mr. Chaturvedi is very passionate about the people pillar of business and holds a firm belief that it is this pillar that has been pivotal to the success of the Group till now and will lead the way forward. He is highly regarded for his constant emphasis on improving the lives of people - be it employees, customers, business partners, shareholders or any other stakeholder. He is a true philanthropist who wants to empower the vulnerable and underprivileged sections of the society and remains committed to promoting utmost level of environmental sustainability in business and beyond.

An avid cricket lover he is very passionate about providing education and sports facilities to the not so privileged children and youth. His commitment to enhancing the quality of sports facilities in the country is seen in the promotion of an advanced Modern Cricket Club, and the contributions towards the growth of institutions for management studies.

Mr. Ashok Chaturvedi is a widely traveled individual and has a strong conviction that all business leaders of today need to have a global mindset and outlook. He has been conferred with several awards and honors for his pioneering efforts in shaping the contours of the Indian Flexible Packaging Industry.