



ALKALINE WATER

Hydration, Naturally Elevated.

Elevate Every Drop.

Pure by Nature. Elevated by **SDC**.

Refresh. Rebalance. Rise.

Introduction

Alkaline water is drinking water that has a *pH level higher than 8+, making it less acidic than ordinary water. It usually contains alkaline minerals such as *calcium, magnesium, potassium, and bicarbonate*.

Sustainable Single Inline Package

“Sustainable Sip Packaging is an eco-friendly beverage packaging solution designed to reduce plastic waste and environmental impact through recyclable, reusable, biodegradable, or responsibly sourced materials.”



**Quench your thirst,
love the Earth**



Why UF Group?

Established in 2001 and head quartered in Chennai - India, UF Group has operations across South India and Sri Lanka. SDC manages a diversified portfolio of businesses spanning Real Estate, Technology Infrastructure, Media & Entertainment, Digital Cinema, Energy Sector, and Beverages.



Chairman Desk

“ Fulfilling the desires of the common man has always been a great challenge , with this initiative I wish to take a small step in bringing people closer to their dreams.,”

**Dr. USMAN FAYAZ
CHAIRMAN**





Why Alkaline Water?

“Hydration with a Higher pH and Naturally Occurring Essential Minerals.”

Key benefits of alkaline water

Higher pH



Alkaline water has a pH above 7, making it less acidic than many ordinary waters.

Mineral content



Depending on the source, it can provide minerals such as calcium, magnesium and potassium.

Potential digestive



Some research has investigated alkaline water in relation to acid reflux, although more evidence is needed.

Hydration



It provides hydration just like normal and mineral water.

Mineral-rich taste



Some people prefer the taste of mineral-rich alkaline water, which may make it easier to drink enough water.

Comparison: Tetra Pak vs. PET Bottles

Feature	Tetra Pak (Cartons)	PET Bottles (Plastic)
Material	Composite: Paperboard, polyethylene and aluminum layer.	Recyclable Plastic (Polyethylene terephthalate).
Environmental Impact	Lower carbon footprint (often 60% less CO ₂ than bottles).	Higher carbon footprint due to fossil fuel production.
Recyclability	Recyclable in specialized facilities (components must be separated).	Highly recyclable; often turned into new bottles or fiber (closed-loop).
Shelf Life	Excellent; often aseptic, allowing long-term storage without refrigeration.	Moderate; usually requires refrigeration for dairy/fresh juice.
Light & Air Barrier	High barrier (Aluminum layer protects from light/oxygen).	Moderate barrier; can be permeable to light/air over time.
Portability	Lightweight and compact, making them easy to carry and store. Their shape also allows for efficient stacking and storage.	Durable and less likely to break, making them convenient for on-the-go consumption.
Safety	These are considered safe for food and beverages, providing a sterile environment that protects the contents from contamination.	Concerns have been raised about chemicals leaching from PET bottles, particularly when exposed to high temperatures
Waste Management	Tetra Packs reduce plastic waste, and requires significantly less energy to produce than other packaging.	Mismanaged PET bottles contribute significantly to plastic pollution, particularly in oceans and waterways.
Logistics	Rectangular design allows efficient stacking and shipping.	Round bottles take up more space in transport.

Comparison: Regular purified water vs. Alkaline water

Feature	Regular Purified Water	SDC Alkaline Water
Primary purpose	Simple, clean hydration	Clean hydration with a refined, premium taste experience
Taste profile	Neutral, light	Smooth, balanced and rounded
Mineral character	Often very low in minerals after purification	Formulated for a more considered mineral and pH profile
pH profile	Usually near neutral	Alkaline profile, as stated on pack
Everyday experience	Functional and familiar	A small daily upgrade
Packaging presence	Often utility-led	Premium SDC carton presentation
Serving occasions	Home, office and travel	Homes, boardrooms, hotels, restaurants, lounges and premium gifting
Hospitality value	Basic water service	A polished part of the guest experience
With Scotch	Used simply to dilute	A refined water accompaniment for those who enjoy adding a few drops to explore a Scotch's aroma and taste
Brand feeling	Everyday necessity	Hydration, Naturally Elevated.

Moving Beyond Traditional PET Bottles

The beverage industry is pivoting toward renewable materials to meet aggressive environmental targets.

01 Consumer demand

Rising consumer demand for plastic-free alternatives in the daily hydration market.

02 Regulatory pressure

Increasing regulatory pressure on single-use plastics and PET bottle waste management.

03 Logistical optimization

Need for logistical optimization to reduce the carbon footprint of water distribution.



RENEWABLE MATERIALS



Pure Water

Advanced carton sleeve protects taste and quality of drinking water.

The Tetra carton sleeve represents a sophisticated packaging solution designed specifically for water.

A

Protection

By utilizing a multi-layered structure, it ensures that water remains protected from light and oxygen, which can degrade the taste and quality over time, providing a fresh experience for the consumer.

B

Logistics

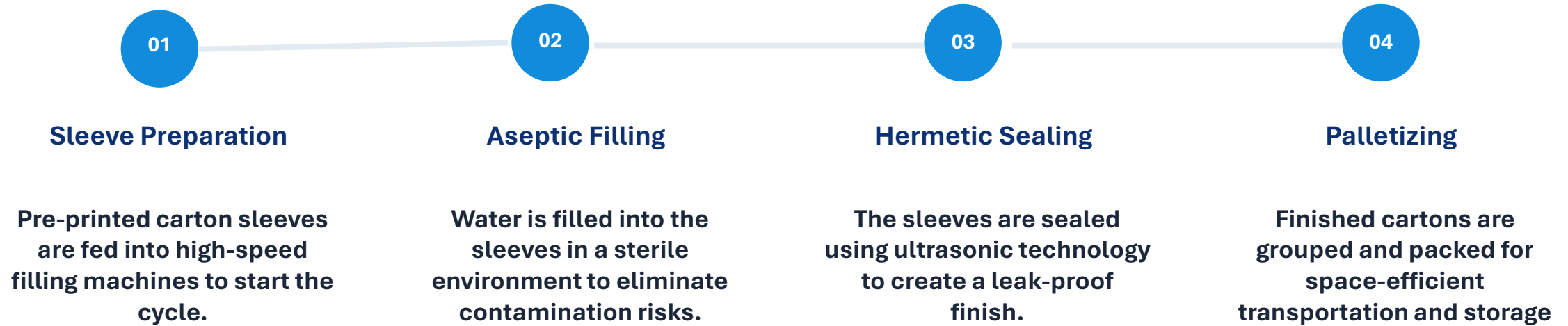
The rectangular form factor provides significant advantages in shipping and retail display.



The rectangular design allows for denser packing on pallets compared to round bottles.

A Highly Efficient Packing Cycle

Automated systems ensure consistent quality and speed in the packaging process.



Summary

Partnering for a Greener Future

Transform your product lineup with Tetra carton sleeves to enhance sustainability, branding, and product protection today.

SUSTAINABILITY • BRANDING • PRODUCT
PROTECTION

Quench your thirst, love the Earth





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Thank You

