

# Altura™

Food  
Nutritional Additives,  
Taste Enhancers,  
Processing Agents,  
Preservatives





## INTRODUCING ALTURA

ADDITIVES THAT IMPROVE FOOD QUALITY,  
TASTE & HELPS IN PRESERVATION,  
SAFETY FOR HEALTHIER LIVING

ALTURA offers products that are added to food to preserve it, give it flavor, and improve its taste or appearance. They help in retaining the **nutritional value**, maintaining **freshness and safety**, and increasing **affordability** and convenience of the food products. These additives also assist in improving the nutrient density of a product, thus providing healthier food choices to the consumer.

**ALTURA PRO CAL+** is a Food additive, with the chief functional ingredient being calcium chloride granules with **94% high purity**. This premium food grade product is manufactured under controlled conditions, with strict supervision to ensure high levels of purity, consistency and safety.

The product complies with Food Chemicals Codex (FCC) standards. It also passes the regulations and standards compliance for Food ingredients & Additives, as per Food Safety and Standards Authority of India (FSSAI).



PRO  
CAL+



Pure form of calcium  
with very low level of impurities



Better moisture  
absorption



High concentration of  
 $\text{CaCl}_2$  helps in lesser consumption,  
leading to **cost savings** in  
storage & transportation



High heat of dissolution which  
help for **faster melting**



Help to regulate the  
**hardness** of water



## FEATURES & BENEFITS

## APPLICATIONS

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### Cheese Processing

It is added to pasteurized skimmed milk to help coagulate the curds, increase firmness, and replace calcium lost by heating.

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### Dairy Production

Helps in Calcium integration, fortification (source of calcium) with a very small alteration of the taste.

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### Canned Fruit & Vegetables

It is used in preservation of Fresh fruits, canned fruits and pickled vegetables to increase firmness and shelf life.

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### Beer, Breweries & Soda

Corrects mineral deficiencies in the brewing water to ensure uniform taste regardless of the processing location.

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### Animal Feed

Used as a calcium source in animal feed.

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### Bakery Food

Used as stabilizer and anti-caking agent to salt replacement.

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### Drinking water

For Water remineralisation, also known as "Mineral Balancing" or "Softening of De-saline water".

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### Plant Based Protein

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## CERTIFICATIONS



We comply with stringent quality checks in the manufacture, storage and distribution of Altura Pro Cal+. We have obtained the Central License under the FSSAI thus ensuring our customers on food safety, and strict adherence to safety regulations under the FSS Act, 2006. Altura Pro Cal+ also complies with Food Chemicals Codex (FCC) standards, thus verifying its quality and purity as a food ingredient.

## SPECIFICATION OVERVIEW

### Altura PRO CAL+

Parameter	Specifications
Appearance	White free flowing granules
Calcium Chloride as CaCl <sub>2</sub> , % by mass, Min	94
Magnesium as MgCl <sub>2</sub> , % by mass, Max	0.5
pH (1% Aq. Solution)	> 7.0
Alkalinity as Ca(OH) <sub>2</sub> , % by mass, Max ppm	0.3
Matter Insoluble in water, %	0.05
Iron as Fe, Max ppm	50
Fluoride as F, Max ppm	40
Lead as Pb, Max ppm	5
Arsenic as As, Max ppm	3
Mercury as Hg, Max ppm	1
Granules size, mm	1-4



## PACKAGING & SHIPPING

- Available in 25 kg woven bag with liner protection.

## HANDLING & STORAGE

- Store the product in a cool, dry & well-ventilated area.
- Keep the product tightly sealed in its original packing when not in use.
- Wash thoroughly after handling.
- Avoid contact with eyes, skin and clothing.
- Use proper PPE to avoid direct contact.
- Do not inhale product dust/fumes.
- Keep the product away from any incompatible material.

## ABOUT US

Grasim Industries Limited - Chemical Division is part of the Aditya Birla Group, which is a US \$ 48.3 billion corporation. We are among the largest producer of Chlor-Alkali products globally, catering to vast array of applications with our premium range of Specialty chemicals. We offer Products & Technical services for superior performance in Plasticizer, Water & Wastewater, Food Additives, Cosmetics, Hygiene, Aquaculture, and Industrial Chemicals.

Our purpose of 'Chemistry for a Greener World' is aimed at ensuring that our products, supply chains and solutions are environmentally friendlier, safer and socially responsible. Through product and process innovations, manufacturing excellence, partnerships and catering to consumer needs, we are working towards creating sustainable value for all our stakeholders.

# NO.1

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CHLORINE DERIVATIVE CHEMICALS**  
PRODUCER IN **INDIA**



AIMING TO REDUCE POWER &  
WATER CONSUMPTION, **INCREASING**  
**SOURCING RENEWABLE POWER**



BRINGING NEW SOLUTIONS  
FOR A GREENER WORLD THROUGH  
**R&D AND INNOVATION**



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