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).
**FEATURES & BENEFITS**

- Pure form of calcium with very low level of impurities
- Better moisture absorption
- High concentration of CaCl2 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
APPLICATIONS

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

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

Canned Fruit & Vegetables
It is used in preservation of fresh fruits, canned fruits and pickled vegetables to increase firmness and shelf life.

Beer, Breweries & Soda
Corrects mineral deficiencies in the brewing water to ensure uniform taste regardless of the processing location.

Animal Feed
Used as a calcium source in animal feed.

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

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

Plant Based Protein
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**

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appearance</td>
<td>White free flowing granules</td>
</tr>
<tr>
<td>Calcium Chloride as CaCl2, % by mass, Min</td>
<td>94</td>
</tr>
<tr>
<td>Magnesium as MgCl2, % by mass, Max</td>
<td>0.5</td>
</tr>
<tr>
<td>pH (1% Aq. Solution)</td>
<td>&gt; 7.0</td>
</tr>
<tr>
<td>Alkalinity as Ca(OH)2, % by mass, Max ppm</td>
<td>0.3</td>
</tr>
<tr>
<td>Matter Insoluble in water, %</td>
<td>0.05</td>
</tr>
<tr>
<td>Iron as Fe, Max ppm</td>
<td>50</td>
</tr>
<tr>
<td>Fluoride as F, Max ppm</td>
<td>40</td>
</tr>
<tr>
<td>Lead as Pb, Max ppm</td>
<td>5</td>
</tr>
<tr>
<td>Arsenic as As, Max ppm</td>
<td>3</td>
</tr>
<tr>
<td>Mercury as Hg, Max ppm</td>
<td>1</td>
</tr>
<tr>
<td>Granules size, mm</td>
<td>1-4</td>
</tr>
</tbody>
</table>

**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.

Manufactured & Marketed by:
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Product Disclaimer: If a Product supplied hereunder is not free of defects, the Company shall after satisfying itself that the Product is defective, either (i) endeavor promptly to replace such Product with conforming Product at the Company’s expense, or (ii) reimburse the Buyer any amount paid for the defective Product for the invoiced value of the previously supplied Product, however the Company is not obligated to compensate any incidental costs incurred by the customer in use of defective product. For the avoidance of doubt, the Company liability for the Products supplied to the Buyer is limited to defects which appear within the shelf life in the technical description of the Product in question.

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