Ref: SEC/SE/2026-27
Date: August 04, 2026

To,

Corporate Relations Department	Listing Department
BSE Ltd.	**National Stock Exchange of India Ltd.**
Phiroze Jeejeebhoy Towers	Exchange Plaza, 5th Floor
Dalal Street,	Plot No. C/1, G Block, Bandra Kurla Complex
Mumbai- 400001	Bandra (E), Mumbai – 400051
BSE Scrip Code: 500096	NSE Scrip Symbol: DABUR

Sub: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"): Clarification/Confirmation on news item appearing in https://moneycontrol.com

Ref: Recent news item which appeared in https://moneycontrol.com dated August 4, 2026 quoting "Dabur India shares drop 2.42% after FSSAI bans '100%' claims on honey, ghee, coconut water"

Dear Sir/Madam,

This is with reference to emails dated August 4, 2026 received from NSE and BSE regarding clarification/confirmation sought on the recent news appeared in **https://moneycontrol.com** and other mainstream media on August 4, 2026. In this regard, we hereby provide the following clarification on the aforesaid news item:

Dabur India Limited ("the Company") believes that the declaration on our product labels comply with the prevailing legal and regulatory framework and are consistent with long-standing industry practices. Dabur stands by the purity and quality of its products and has never made any misleading claims.

Specific response on the clarifications sought by you regarding the aforesaid Publication is provided hereunder:

a) Whether such negotiations/events were taking place? If so, you are advised to provide the said information along with the sequence of events in chronological order from the start of negotiations/events till date:

   Earlier also a notice dated April 8, 2026 was issued by FSSAI alleging use of "100% Pure" specifically in relation to one of the product. The Company suitably responded by clarifying that no such claim of "100% Pure" is being used on the objected product label.

   We are exploring options in relation to the prohibitory order dated August 3, 2026 received from FSSAI by the Company on August 3, 2026 at 7 p.m. However, as a good corporate citizen, Dabur had already initiated transitioning of the product labels as mentioned in the FSSAI letter to new labels/advertisements without the 100% claim. Most product labels/ advertisements/ website as mentioned in aforesaid order, have either already transitioned or are in the process of transition. The Company is responding accordingly to FSSAI and the Company will continue to engage constructively with them to resolve the matter.

We reiterate that Dabur stands by the purity and highest standards of quality of its products and does not make any misleading claims.

b) Whether you/company are aware of any information that has not been announced to the Exchanges which could explain the movement in the trading, if any? Further, you are advised to provide the said information and the reasons for not disclosing the same to the Exchange earlier as required under Regulation 30 of the SEBI (LODR) Regulations, 2015:

We wish to inform you that all material information that may have a bearing on the Operations/ performance of the Company, which includes all the necessary disclosures in accordance with Regulation 30 of the Listing Regulations have been regularly disclosed to the Stock Exchanges by the Company in a timely and accurate manner, in conformity with the principles governing disclosures and obligations.

The Company has been and continues to be fully compliant with the disclosure requirements prescribed under the Listing Regulations and shall make appropriate disclosures to the Stock Exchanges in the event of any material development, in accordance with the applicable regulatory requirements.

c) Incase of regulatory/ legal proceedings please provide the information on initiation/ outcome of the proceedings:

The Company is seeking legal advice on the future course of action.

d) The material impact of this article on the Company:

The news article pertains to the use of the word "100%" in the packaging/labelling of Company's few products and restriction on sale of products as mentioned in the notice. The notice relates only to the interpretation of the product description and does not allege or question the quality, safety, purity or standards of the products manufactured and marketed by the Company.

The Company continues to maintain the highest standards of quality, food safety and regulatory compliance in the manufacture and sale of its products.

The impact on the Company's business operations, financial position or performance is limited to objected food products only.

Dabur
India Ltd.

We trust the above clarifies the matter. This is for your information and records.

The aforementioned information is also available on the website of the Company at www.dabur.com.

Thanking You,

Yours faithfully,
For **Dabur India Limited**

Ashok Kumar Jain

Digitally signed by Ashok Kumar Jain
DN: c=IN, o=Personal, title=2634, pseudonym=fzxn5h6lv9a4tm20edjrgcpks8q3o7w1, 2.5.4.20=08443b3bbbcf5f80cd46cc26add8b8bdd652ffd20caa6b7340b03564e4b39dfa, postalCode=110092, st=Delhi, serialNumber=ecb3e1fdc2a028c70333c2d10a7e968110c5d0645b352ed6dfd1bc6aad8147b3, cn=Ashok Kumar Jain
Date: 2026.08.04 15:44:49 +05'30'

(Ashok Kumar Jain)
Group Company Secretary and Chief Compliance Officer