Ref: SEC/SE/2015-16
Date: 25.06.2015

To,
Corporate Relation Department
Bombay Stock Exchange Ltd.
1st Floor, Rotunda Building
Dalal Street,
Mumbai – 400 001.

National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051.

Metropolitan Stock Exchange of India Ltd
(mSXI)
4th Floor, Vibgyor Towers, Plot No. C-62
G-Block, Opposite Trident Hotel,
Bandra Kurla Complex,
Bandra (E),
Mumbai - 400098

Re: Information under Clause 53 of the Listing Agreement

Dear Sir,

In compliance of the provisions of the Listing Agreement, we are pleased to inform the following:

Dabur India Ltd has entered into an MOU with M/s Starcom MediaVest Group, one of the world's largest media agency, and have appointed them as the agency w.e.f. 1st July, 2015 to handle all the media planning and buying for the Company.

The above information is also being disseminated on the Company`s website at www.dabur.com.

Thanking you,

Yours faithfully
For Dabur India Limited

Sanita Agrawal
for (A K Jain)
V P (Finance) and Company Secretary