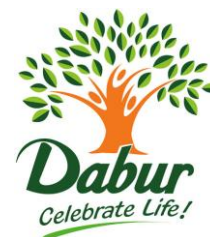




Press Release



For Immediate Publication

## **Dabur Q2 2012-13 Consolidated Revenue Up 20.6%; Q2 Net Profit Up 16.4%**

**New Delhi, October 26<sup>th</sup>, 2012:** The Board of Directors of Dabur India Ltd (DIL) met here today to consider the audited financial results of the company for the quarter and half-year ended September 30<sup>th</sup>, 2012.

A combination of innovation, relentless market development initiatives and stronger growth across key categories like Health Supplements, Shampoos, Foods, Skin Care and Home Care helped India's leading natural health & personal care company Dabur India Ltd report a 20.6% growth in its Consolidated Net Sales in the second quarter of the 2012-13 financial year. The company recorded Net Sales of Rs 1,522.60 Crore in the second quarter this fiscal as against Rs 1,262.33 Crore in the same quarter a year earlier.

**Dabur India Ltd's consolidation Net Profit for the second quarter of 2012-13 marked a 16.4% surge to Rs 202.37 Crore**, up from Rs 173.86 Crore a year earlier.

"The rising cost pressures were managed through a mix of judicious price increases and improved buying efficiencies. Despite signs of an economic downturn and increased competitive intensity in the market, Dabur India Ltd has maintained strong growth momentum and continues to register sales growth ahead of the market in several key categories. We remain on course to strengthen our brand portfolio, improve our competitiveness in the market place and deliver profitable growth," **Dabur India Ltd Chief Executive Officer Mr. Sunil Duggal** said.

### **Category Growths**

The Shampoo category continued to move forward on its strong growth trajectory and ended the quarter with a 40.2% growth, while the Skin Care business – riding on Fem – reported a near 25% growth. The Home Care business ended the quarter with a 23% growth while the Health Supplements business grew by 15.7%.

The quarter saw Dabur launch a host of new products and variants across geographies, all of which have received good response.

Dabur's International Business recorded a growth of 24.8% during the second quarter, led by robust performance in GCC, Egypt and Nigeria. "Hair Care and Toothpastes were the key growth drivers for Dabur in the international markets," **Dabur India Ltd Group Director Mr. P D Narang** said.

### **Dividend**

The Board of Directors of Dabur India Ltd declared an interim dividend of 65% for 2012-13. "Continuing with our payout policy, the Board has declared an interim dividend of Re 0.65 per share, aggregating to a total payout of Rs 131.67 Crore," **Dabur India Ltd Chairman Dr. Anand Burman** said.

### **About Dabur India Ltd**

*Dabur India Limited is one of India's leading FMCG Companies. Building on a legacy of quality and experience for 127 years, Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company. Dabur India's FMCG portfolio today includes five flagship brands with distinct brand identities -- **Dabur** as the master brand for natural healthcare products, **Vatika** for premium personal care, **Hajmola** for digestives, **Réal** for fruit-based beverages, and **Fem** for fairness bleaches & skin care.*

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