



Dabur Enters Sri Lanka; Sets Up New Beverage Venture

New Delhi, Sept 27th 2011: Dabur India Ltd, India's leading natural health & personal care company, today announced its entry into Sri Lanka with the setting up of an overseas subsidiary – Dabur Lanka (Pvt.) Ltd.

Dabur Lanka has signed an agreement with the Board of Investment of Sri Lanka on 22nd September, 2011, to establish this venture. The company will invest \$15 Million (Rs 70 Crore) to establish a new export-oriented manufacturing facility for producing a range of fruit-based beverages in Gampaha, north of Colombo. The new manufacturing facility -- with a capacity to produce 2.8 lakh cases of fruit-based beverages every month -- will be commissioned in August-September of 2012.

"The demand for our fruit-based juices & beverages under the Réal brand has been reporting strong growth month-on-month. Dabur's Food business had reported an over 28% growth in 2010-11 despite the supply constraints. As continued high growth is expected in the future too, we are setting up this new facility to augment our production capacity for fruit-based beverages and meet the growing demand for our products," **Dabur India Ltd Chief Executive Officer Mr. Sunil Duggal** said.

Dabur has further strengthened its presence in the SAARC region with the setting up of this Lanka operation. In the region, Dabur already has manufacturing presence in Nepal and Bangladesh, besides facilities in other overseas locations like Dubai, Ras-al-Khaimah, Nigeria, Egypt and Turkey. "Building a manufacturing facility in Sri Lanka was an important strategic decision for Dabur as manufacturing presence here gives us a competitive edge that we intend to utilize in full," Mr. Duggal said.

Spread over 50 acres of land, the plant -- once operational -- will employ around 75 people, and the intention is to increase the number of staff gradually to around 200 employees by 2013-14. It will also offer the opportunity of providing indirect employment opportunities for thousands of people in this country.

About Dabur India Ltd.

Dabur India Limited is one of India's leading FMCG Companies. Building on a legacy of quality and experience for 125 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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