



VADILAL INDUSTRIES LTD.

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VIL/CS/SE/R-6/2013
7th March, 2013

To,
The National Stock Exchange of India Ltd.
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051.

Sub : **Press Release.**

Ref : **Security Code No. VADILALIND-EQ**

With reference to the captioned subject, please find enclosed herewith a Press Release of the Company to be placed in the Corporate Announcements of the Stock Exchange.

Please take the same on your records.

Thanking you,

Yours faithfully,
For **VADILAL INDUSTRIES LIMITED**

A handwritten signature in black ink, appearing to read 'Nikhil Patel', written over a horizontal line.

(NIKHIL PATEL)
Company Secretary &
Compliance Officer

Encl.: As above.



~ THE ART OF GELATO ~

Vadilal family's GenNext **AASTHA GANDHI** sets up India's first artisanal gelato outlet

On Women's Day fifth generation member from 100 years old ice cream makers' family forays into a new business

March 07, 2013: Following the footsteps of Mr. Vadilal Gandhi, who set up Vadilal's first business venture a century back, his great great grand-daughter Aastha Gandhi has ventured out on her own to set up a new business for Vadilal Industries Limited. On Women's Day she will be opening India's first artisanal gelato (Italian ice cream) outlet, melt in, in Ahmedabad which will also offer pastries and select snack items.

After extensive training in making gelatos in Italy, the young Vadilal scion will herself make a dozen gelato recipes to be served at the outlet. Over the next few years, she plans to set up such niche artisanal gelato outlets in Mumbai, New Delhi and Bangalore. The in-house gelato lab at melt in has imported equipment from Italy. A French chef was roped in to design the kitchen, prepare the non-gelato menu and to train the outlet's in-house chefs.

Commenting on this brand new venture of the company, Aastha Gandhi said, "Artisanal gelato or Italian ice cream is much more than low fat ice cream. With melt in, we will serve fresh gelatos made on a daily basis at the outlet itself and not at a factory. We will give Indian customers an unforgettable experience of having freshly made artisanal gelato in the original Italian style."

Mr. Devanshu Gandhi, Managing Director of Vadilal Industries Ltd said, "melt in will be a first-of-its-kind outlet in India to offer fresh and lab-made gelato in 12 different flavours. With a refreshing format and menu, we aim to largely target the youth and the premium market segment through this new venture. With specialised training from Italy and being young herself Aastha will gel well with the youth through her gelato venture. We are happy that after the first soda-fountain shop set up by the founder of the Vadilal group a century back in 1907, the fifth generation member from our family has forayed into a unique and niche business. We will offer our customers a completely new and pleasant experience through melt in."

Aastha Gandhi has completed an advanced gelato training programmed at Carpigiani Gelato University in Italy and thereafter interned at Carpigiani Gelato Lab. Carpigiani is an international centre of learning that trains entrepreneurs who aspire to enter the gelato business.

"When you enter melt in, you are served fresh homemade gelato made right behind the counter. What is so special about a gelato you wonder? Gelato contains less fat and less air, thus enabling a richer flavour experience. It is never served too cold, so that your taste buds are more alive while you savour our gelatos. At melt in, we take this rich art of gelato-making and take it to the next level, by mastering the best techniques in the world and developing uniquely Indian flavours," added Aastha Gandhi.

Strategically located in Ahmedabad, melt in would serve savouries like wraps, beverages and bakery items apart from artisanal gelato that would offer customers a different experience all together.

