



Hindustan Unilever Limited

Hindustan Unilever Limited
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Mumbai 400 099

Tel: +91 (22) 3983 0000
Web: www.hul.co.in
CIN: L15140MH1933PLC002030

17th March, 2016

Stock Code- BSE: 500696

NSE: HINDUNILVR

ISIN: INE030A01027

Bombay Stock Exchange Limited,
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
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

Dear Sir,

Sub: Sale of Rice Exports Business

Please find attached a Press Release, with respect to the sale of Rice Exports business of HUL carried out primarily under the brands "Gold Seal Indus Valley" and "Rozana", to LT Foods Middle East DMMC, a group Company of LT Foods India Limited, the contents of which are self-explanatory. The transaction is subject to fulfilment of certain conditions and HUL will continue to manage the business until the completion of the transaction.

You are requested to take the above information on record.

Yours Sincerely,
For Hindustan Unilever Limited

Dev Bajpai
Executive Director- Legal & Corporate Affairs
and Company Secretary

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CC: National Securities Depository Limited
CC: Central Depository Services (India) Limited



HUL signs agreement with LT Foods for the sale of its Rice brands 'Gold Seal Indus Valley' and 'Rozana'

Mumbai, March 17th, 2016 – Hindustan Unilever Limited (HUL) today announced that it has signed an agreement for the sale of its Rice Exports business carried out primarily under the brands 'Gold Seal Indus Valley' and 'Rozana', to LT Foods Middle East DMCC, a group company of LT Foods Limited (owner of 'Daawat'). HUL's decision to divest is in line with its strategy to exit non-core businesses, while continuing to drive its growth agenda in the core packaged foods business.

The deal envisages transfer of the brands and inventory for a consideration of Rs 25 Crores, subject to adjustments on closing. The transaction is subject to fulfillment of certain conditions and the parties will work together to complete this over the next few months. HUL will continue to manage the business until the completion of the transaction.

Sanjiv Mehta, CEO & Managing Director of HUL, said: "Over the years, Gold Seal Indus Valley and Rozana have become household names in the Rice category across the overseas markets in which they operate. The brands enjoy strong equity and have been delighting consumers through a range of high quality offerings in Basmati Rice. Given the context of our portfolio priorities, we believe that it is in the best interest of the business to sell these brands to a strategic player such as LT Foods, who is capable and well positioned to unlock their full potential."

HUL began exporting premium Basmati rice in 1985 under the brand 'Gold Seal Indus Valley' to various countries in the Middle East and Europe, which was subsequently extended to other brands and geographies. With the business operating across 21 countries, the current portfolio comprises of Brand Gold Seal Indus Valley Basmati Rice operating in Premium segment & Rozana Branded Basmati Rice operating in mid segment. The brands registered a turnover of Rs 51 Crores as per audited financials for the year 2014-15.

About Hindustan Unilever Limited

Hindustan Unilever Limited (HUL) is India's largest Fast Moving Consumer Goods Company with a heritage of over 80 years in India and touches the lives of nine out of ten Indian households. HUL works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and good for others.