

Zydus Wellness

Registered Office:

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Ahmedabad 380015, Gujarat, INDIA. Tel: +91-79-26868100 (20 Lines) Fax: +91-79-26862253
Website: www.zyduswellness.in

Date: 14th February, 2012

Corporate Communications Department

BOMBAY STOCK EXCHANGE LIMITED

P J Towers, Dalal Street, Fort,

Mumbai-400 001

Listing Department

NATIONAL STOCK EXCHANGE OF INDIA LIMITED

Exchange Plaza, Bandra Kurla Complex,

Bandra (E),

Mumbai-400 051

Re.: Appointment of Mr. Elkana Ezekiel as Chief Executive Officer

Dear Sir,

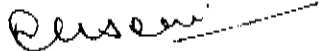
With reference to our earlier communication letter of even date, already faxed to the Stock Exchanges, please find enclosed a press release on the subject matter to be published in the newspapers.

Please bring it to the notice of investors' at large.

Thanking you,

Yours faithfully,

For, ZYDUS WELLNESS LIMITED



DHAVAL N. SONI

COMPANY SECRETARY

**Press Release****Press Release****Press Release****Press Release****Press Release****Press Release**

Elkana Ezekiel joins Zydus Wellness as CEO

Ahmedabad, February 14, 2012

The Zydus group has been exploring various strategic initiatives and gearing itself for the next phase of growth - Beyond the Billion. In line with this, Mr. Elkana Ezekiel will now spearhead operations as the CEO of Zydus Wellness Ltd., and post completion of formalities, will take over as the Managing Director of the company.

Mr. Ezekiel brings with him a vast experience of 24 years in consumer business. Mr. Ezekiel was the Regional Franchise Director (Baby Care) - Asia Pacific Region, at Johnson & Johnson, Singapore, where he was responsible for handling Marketing, brand strategy and business development for the brand for 15 countries including Japan, China, India, Korea, ASEAN and Australia. He was VP-Marketing for the Consumer Division of the Company based in India, between 2001 and 2006. Prior to Johnson & Johnson, he has also worked with Colgate Palmolive and Geoffrey Manners. Prior to his joining Zydus Wellness, Mr. Ezekiel was the Chief Marketing Officer, Samsung India, responsible for developing and executing corporate marketing strategies to achieve sales targets.

The current Managing Director of Zydus Wellness, Mr. Anand Deo, will move on to spearhead the new Pharma OTC business division of the Zydus group.
