



Ref: SEC/SE/2016-17/24  
Date: 20.07.2016

To,  
Corporate Relation Department  
Bombay Stock Exchange Ltd.  
Phiroze Jeejeebhoy 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.**

Metropolitan Stock Exchange of India Ltd (MSEI)  
4<sup>th</sup> Floor, Vibgyor Towers, Plot No. C-62  
G-Block, Opposite Trident Hotel,  
Bandra Kurla Complex, Bandra (E),  
**Mumbai – 400098**

**Re: Disclosure of information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir,

This is to inform you that the Company has launched a range of aerated fruit beverage - Real VOLO. The details as required under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are as under –

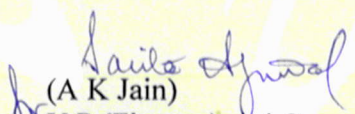
a	Name of the product;	Real VOLO
b	Date of launch;	20 <sup>th</sup> July, 2016
c	Category of the product;	Aerated Fruit Beverage
d	Whether caters to domestic/ international market;	Domestic Market
e	Name of the countries in which the product is launched (in case of international).	NA

A Press Release issued today in this respect is annexed herewith.

This is for your information and records.

Thanking you,

Yours faithfully  
For Dabur India Limited

  
(A K Jain)  
V P (Finance) and Company Secretary

## **Dabur enters fizzy drinks market with Réal VOLO**

### **Launches range of aerated fruit beverages with 20-25% fruit juice content**

**New Delhi, July 20, 2016:** India's leading packaged fruit juice company Dabur India Ltd today announced its foray into the fizzy drinks market with the launch a range of fruit juice-based aerated drinks. The new range, Réal VOLO, has been prepared using a blend of exotic fruits like Cranberry, Blueberry, Blackberry and Grape. The range will be available in 250ml cans priced at Rs 40.

"Today's health conscious consumers prefer healthier beverage options. We have been witnessing an increase in consumer demand for ready-to-drink beverages that are aerated but not unhealthy. With Réal VOLO, we are meeting this consumer demand with a range of fizzy fruit drinks that retain the goodness of the fruits and comes without the guilt of unhealthy consumption. Our Réal VOLO range contains 20-25% fruit juice content making the fun of fizz healthier with the goodness of fruits. Consumers can now have a can of Réal VOLO without the guilt of consuming carbonated drinks," **Dabur India Ltd Category Head-Fruit Juices and Beverages Mr. Mayank Kumar** said.

Réal VOLO is being launched in two variants: Cranberry-Blueberry, and Grape-Blackcurrant. The company plans to extend this range in the coming months with the introduction of newer variants.

"Dabur has always been at the forefront of innovation. We pioneered the concept of packaged fruit juices in India with the launch of with Réal and were also the first to introduce 100% fruit juices and fruit-vegetable juices under with Réal Activ. We expanded the category with India's first fruit fiber beverage – Réal Activ Fiber+ and are now expanding our range with the launch of fruit juice-based aerated drinks with with Réal VOLO. With the launch of Réal VOLO, we aim to not only extend brand Réal to give our consumers more choices but also make the experience of consuming aerated beverages more enjoyable and nutritious," Mr. Kumar added.

#### **About Réal**

Réal is a nearly 20-year-old brand and has a dominant share of the branded fruit juice market in India. Réal is the preferred choice of consumers when it comes to packaged fruit juices in India. A validation of this success is that Réal has been awarded 'India's Most Trusted Brand' status for 8 years in a row. Today, Réal has the largest range of 14 exciting fruit variants under Réal Fruit Power and another 11 offerings under Réal Activ helping it cater to an entire gamut of consumer segments and need states.

#### **For further information, Contact:**

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