



Dabur Q2 2013-14 Consolidated Net Profit Soars 23.4%

- **Q2 Consolidated Revenue Up 14.9%**

New Delhi, October 28th, 2013: The Board of Directors of Dabur India Ltd (DIL) met here today to consider the audited financial results of the company for the quarter and half-year ended September 30th, 2013.

Strong demand from the hinterland following the mega initiative to double our rural distribution footprint helped Dabur India Ltd sail through a challenging business environment and moderation in consumption expenditure to report a 14.9% growth in Net Sales during the second quarter of 2013-14. Dabur India Ltd ended the second quarter with Net Sales of Rs 1,749 Crore, up from Rs 1,522.60 Crore in the same quarter of the previous fiscal.

A combination of innovative consumer-connect initiatives and relentless market development drive helped Dabur report stronger growth across key categories like Home Care, Health Supplements, Shampoos, Foods, Skin Care and Oral Care. **Dabur India Ltd's consolidated Net Profit for the second quarter of 2013-14 marked a 23.4% surge to Rs 249.74 Crore, up from Rs 202.37 Crore a year earlier.**

"The rising cost pressures were managed through a mix of judicious price increases and improved buying efficiencies. There are signs of an economic downturn, but Dabur maintained its strong growth momentum and continues to register sales growth ahead of the market in several key categories. With our rural expansion programme, we have laid the foundation for strong and profitable growth in the future and this initiative started yielding positive results. We are seeing demand from rural India outpacing the urban markets," **Dabur India Ltd Chief Executive Officer Mr. Sunil Duggal said.**

Category Growths

The Home Care business for Dabur, led by the air freshener brand Odonil, continued to move forward on its growth trajectory and ended the quarter with a 25.3% growth. The Foods business also reported another strong quarter with a 22% growth, while the Oral Care category ended the three-month period with a near 19% growth and the Health Supplements business grew by around 17%. The Skin Care business grew by over 17% while the Shampoo business reported an over 13% growth. The quarter saw Dabur launch a host of new products and variants across geographies, all of which have received good response.

Dabur's International Business recorded a growth of 25.8% during the second quarter, led by robust performance in Middle East & North Africa (MENA) markets and Bangladesh. "Hair Care and Toothpastes were the key growth drivers for Dabur in the international markets," **Dabur India Ltd Group Director Mr. P D Narang said.**

Dividend

The Board of Directors of Dabur India Ltd declared an interim dividend of 75% for 2013-14. "Continuing with our payout policy, the Board has declared an interim dividend of Re 0.75 per share, aggregating to a total payout of Rs 153.02 Crore," **Dabur India Ltd Chairman Dr. Anand Burman said.**

About Dabur India Ltd

Dabur India Limited is one of India's leading FMCG Companies. Building on a legacy of quality and experience for 127 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.

For further information, Contact:

Byas Anand

Corporate Communications

Dabur India Ltd

Ph.: +91-9811994902