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Scrip Code: NSE & MSEI – DABUR, BSE- 500096

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.

MCX Stock Exchange Limited (MCX-SX)
4th Floor, Vibgyor Towers, Plot No. C-62
G-Block, Opposite Trident Hotel,
Bandra Kurla Complex,
Bandra (E),
Mumbai - 400098

Sub: Submission of information under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015

Dear Sir,

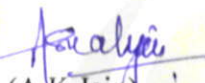
Pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we wish to inform you regarding the Press Release titled 'Dabur expands global footprint with Amazon's Global Selling Program' issued by the Company.

A copy of the press release is attached herewith.

Kindly take the information on records

Thanking you,

Yours faithfully
For Dabur India Limited


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

Encl: as above



Dabur expands global footprint with Amazon's Global Selling Program

Herbal and nature inspired products from India's leading Ayurvedic company Dabur will now be available to millions of Amazon's customers in the US

New Delhi : Iconic Indian brand 'Dabur' today announced its alliance with Amazon to take its products global. Available in 120+ countries and renowned worldwide as a leading Ayurvedic and Natural Health Care Company, Dabur's collaboration with Amazon will help them expand and increase their penetration into the US market. Under this collaboration, Amazon will help Dabur take around 30 products from its popular range such as, Vatika hair oil, Meswak toothpaste, Red toothpaste, Chyawanprash to name a few, to consumers in the US. Along with the existing wide range, Dabur will also offer an exclusive range of products specially created for Amazon's global customers. Through this collaboration, Dabur products will become easily available to millions of overseas loyal Amazon customers, strengthening and expanding the brand's reach and helping take Ayurveda to global audiences.

Building on a legacy of quality and experience of over 133 years, Dabur India is a world leader in Ayurveda with a portfolio of over 250 Herbal and Ayurvedic products. It operates in key consumer product categories like Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods. With the rise in popularity for chemical-free products globally, ayurvedic, natural and organic products are witnessing a huge demand across geographies. Products like herbal hair oil, masks, shampoos, toothpaste, soaps etc. see a huge demand on Amazon.com from customers across ethnicities. As part of this association, Amazon through its Global Selling Program will provide an avenue to Dabur to take its vast range of well-known and sought-after ayurvedic and natural products to millions of global customers on Amazon.com in the US and eventually across other Amazon marketplaces.

Sharing his views on the partnership, **Mr. Krishan Kumar Chutani, Executive Director-Consumer Care Business, Dabur India Ltd.** said, "*As India's largest Ayurvedic Healthcare and Natural Personal Care company, Dabur has been working towards making Ayurveda contemporary for the modern-day consumer. Consumers, particularly the millennials, are increasingly embracing natural products to meet their daily health and personal care needs. With our 133-year-old heritage, Dabur is best placed to offer natural solutions to consumers across the globe. We are very pleased to partner with Amazon via their Global Selling Program, which allows us direct access to their consumers in the US and expand our footprint exponentially. Our special offering for Amazon customers is a range of exclusive products for global audiences using organic and natural ingredients.*"

"It's very exciting to have Dabur, one of the most trusted Indian brands for Ayurvedic and herbal products, onboard to cater to the demands of Amazon's consumers in the US. This alliance will help Dabur to expand internationally as they increase their reach and further penetrate into Amazon's global marketplaces. Under the Global Selling Program, Amazon will help provide Dabur a marketplace to showcase their vast range that will satiate the growing appetite for quality Indian products amongst global consumers. Since its inception in 2015, the Global Selling

Program in India has grown multifold and is enabling emerging and small businesses as well as iconic Indian brands such as Dabur to leverage the opportunity to access a large base of millions of Amazon customers across the globe. " said **Mr. Gopal Pillai, Director & GM, Seller Services, Amazon India.**

As the global Science-based Ayurveda firm, Dabur believes in innovating continuously in products and processes and committing to consumer needs. The company has a wide distribution network, covering 6 million retail outlets with a high penetration in both urban and rural markets. Renowned worldwide for products inspired by nature, Dabur is now collaborating with Amazon to reach out to a wider consumer base internationally.

Launched in India in May 2015, Amazon's Global Selling Program facilitates easy, simple and convenient access for all Indian sellers - including entrepreneurs, SMEs, manufacturers as well as large brands - to sell their products to consumers across the globe. The program has witnessed a 70% increase in seller base as compared to last year with a total of over 26,000 Indian sellers currently on the platform selling globally across Amazon's 10 global marketplaces. To enable sellers familiarize themselves with the tastes & preferences of the local country and to launch relevant selection, Amazon's global selling team also help sellers understand the demand patterns in various countries. The team also provides support to the sellers so that they can improve discoverability of their products on each marketplace. Some of this support includes type of deals they can run, the kind of advertisements they can run on these platforms and how they can use social media channels to drive awareness about their listings on the various marketplaces.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about

About Dabur

Dabur India Limited is one of the leading FMCG companies in India. Its FMCG portfolio 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 juices and beverages and Fem for fairness bleaches and skin care products.

For more information contact:

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