



Ref: SEC/SE/2017-18/58
Date: 14.11.2017

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,

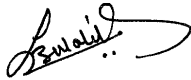
Pursuant to Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we wish to inform you regarding the Press Release titled 'Dabur, AYUSH Ministry launch GLYCODAB TABLETS on World Diabetes Day' being issued by the Company today.

A copy of the press release is attached herewith.

Kindly take the information on records.

Thanking you,

Yours faithfully
For Dabur India Limited


(Lalit Malik)
Chief Financial Officer

Encl: as above



Dabur, AYUSH Ministry launch GLYCODAB TABLETS on World Diabetes Day

Jointly developed with the Govt, Dabur GLYCODAB Tablets offer healthy & holistic treatment of Diabetes

New Delhi, Nov 14, 2017: This World Diabetes Day, Dabur India Ltd and Ministry of Ayush have joined hands in their fight against the growing menace of Diabetes in India with traditional Ayurveda. As part of its mission to transform the traditional knowledge of Ayurveda into a contemporary healthcare option, the world's largest Science-based Ayurveda major **Dabur India Limited** today announced the launch of a revolutionary breakthrough product **Dabur GLYCODAB Tablets (AYUSH 82)** in partnership with C.C.R.A.S. (Ministry of Ayush, Govt. of India).

Dabur GLYCODAB Tablets will be an advanced product developed for the effective management of Diabetes. The product is backed by several clinical studies and scientific experiments that marks the marriage of traditional Ayurvedic knowledge with modern day science. A clinical study conducted with Madhumeha (Non-Insulin Dependent Diabetes Mellitus, NIDDM), demonstrated that **Dabur GLYCODAB Tablets (AYUSH 82)** helps reduce fasting and post-prandial blood sugar levels along with a clinical improvement in diabetic subjects after 24 weeks of treatment.

Taking forward its fight against this growing lifestyle disease and creating awareness about prevention and management of Diabetes, Dabur turned its Corporate Office at **Kaushambi to Blue colour**, denoting Diabetes-Friendly.

Dr. Durga Prasad Velidindi, Head of Marketing – Ethicals, Dabur India Limited said, *“With a rich heritage of Ayurveda and deep knowledge of nature, Dabur has always focused on safe, cost-efficient and effective health care for all through the study of authentic Ayurveda manuscripts. Through our all new revolutionary product **Dabur GLYCODAB Tablets**, we are striving to combat the most harmful Non-Communicable Disease in India at present. India is among top three countries with high number of diabetic population. There were 69.1 million cases of diabetes in India in 2015. With the no. of cases piling up, people have started adopting Ayurveda in their lives for holistic well-being. In India, patients prefer herbal & botanical extracts as medical interventions due to their ‘nature’ properties. Our all-new revolutionary product **Dabur GLYCODAB Tablet** is another major invention created with ancient Indian knowledge of Ayurveda and cutting edge of science. This product will be a perfect blend of herbal goodness crafted to defeat Diabetes.”*

In order to increase awareness about Ayurveda and its effectiveness in fighting Diabetes, Dabur will be conducting a special health camps for consumers at the India International Trade Fair, beginning today at Pragati Maidan, New Delhi. Being a pioneer in manufacturing & marketing more than 800 Shastrokta Ayurvedic medicines especially Ras-Bhasma & Asava-Arishta, Dabur is committed to promote traditional Ayurveda & Ayurvedic principles.

For further information, Contact:

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