

**PRESS RELEASE**

**FOR IMMEDIATE DISSEMINATION**

**JALGAON**

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### **JISL FOOD DIVISION'S FORAY INTO CONSUMER RETAIL MARKET**

Jain Irrigation Systems Ltd. ("JISL") has launched their first branded retail product called "AamRus" under the umbrella brand name of "Jain FarmFresh". This is the first retail product catering to end consumer from bouquet of retail products in the processed fruits, vegetables and spices categories coming up in the future.

Aamrus is Sweetened Frozen Mango Pulp, with no added colours, flavours or preservatives, making it a 100% natural product. It can be enjoyed throughout the year in two delicious variants of Alphonso and Kesar. The product is rich in Vitamins A & C and has a shelf life of two years when stored at -18 Degrees Celsius. Other salient features of the product include:

- Frozen Product for better taste and nutrient retention;
- Two packaging sizes of 1 kg and 500 g;
- Processed in internationally certified food plants of the Company certified by BRC, ISO:14000, OHSAS:18000, Halal, Kosher, etc.
- Attractive and reusable packaging in food-grade polypropylene bucket.
- Convenient for direct consumption or for use in recipes for milkshake, lassi, aamrakhand, other mango desserts and dishes.

AamRus is now available in Hypercity and Sahkaari Bhandaar Stores in Mumbai and is expanding rapidly in General and Modern trade segments. The product is expected to be available across Greater Mumbai region within two months, The Company has already set up plans to expand to rest of Maharashtra, Gujarat, M.P. and other states in western and northern India within the next 6 months.

The product represents the food division's first foray into the domestic retail market with it's own brand. Jain Irrigation's Indian Food Division, is now being hived off into an effective subsidiary called Jain Farm Fresh Foods Ltd. ("JFFFL"), has been in the food processing business since 1994 making fruit pulps of Mango, Banana, Guava, Strawberry and Dehydrated vegetables like Onion, garlic, ginger. While the Company is a world leader in supplying these products on a B2B platform to global customers like Coca-Cola, Frito-Lay, Nestle and Unilever, the entry into the retail market is a small but significant step towards the value creation opportunity in the growing processed foods business in India.

#### **About Jain Irrigation:**

Our Company, Jain Irrigation Systems Limited (JISL) with it's motto 'Small Ideas, Big Revolutions', with more than 10,000 associates worldwide and a revenue of over 60 billion rupees, is an Indian multinational company with manufacturing plants in 28 locations across the globe. It is engaged in manufacturing of Micro Irrigation Systems, PVC Pipes, HDPE



Pipes, Plastic Sheets, Agro Processed Products, Renewable Energy solutions, Tissue Culture Plants, Financial Services and other agricultural inputs since last 34 years. It has pioneered a silent Productivity Revolution with modern irrigation systems and innovative technologies in order to save precious water and has helped to get significant increase in crop yields, especially for millions of small farmers. It has also ushered in new concept of large scale Integrated Irrigation Projects (IIP). 'More Crop Per Drop™' is the company's approach to water security and food security. All the products and services of JISL help create a sustainable future while fulfilling its vision of 'Leave this world better than you found it'. JISL is listed in NSE-Mumbai at JISLJALEQS and in BSE at code 500219. Please visit us at [www.jains.com](http://www.jains.com).

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