

Ref: SEC/SE/2015-16

Date: 04.01.2016

Corporate Relation Department  
**Bombay Stock Exchange Ltd.**  
1<sup>st</sup> Floor, Rotunda Building  
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

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

Dear Sir,

Pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we wish to inform you regarding the launch of a new premium natural baby care brand 'Dabur Baby', which will have a range of baby care products.

The first product to be launched under the Dabur Baby umbrella brand is the **Dabur Baby Massage Oil with Olive & Almond**.

Necessary disclosure under the Listing Regulations is as under:

1	Name of the product	Dabur Baby Massage Oil with Olive & Almond
2	Date of launch	January 4 <sup>th</sup> , 2016
3	Category of the product	Baby Care
4	Whether caters to domestic/ international market	Domestic Market
5	Name of the countries in which the product is launched (in case of international)	N/A

A copy of press release being issued today in this respect is also attached herewith.

Kindly take the information on records

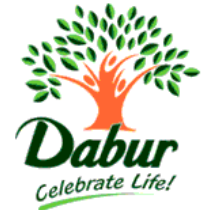
Thanking you,

Yours faithfully  
For Dabur India Limited

(A.K Jain)

V P (Finance) and Company Secretary

Encl: as above



## **Dabur Unveils New Premium Natural Baby Care Brand**

### **Launches Dabur Baby massage oil with Olive & Almond**

**New Delhi, January 4<sup>th</sup>, 2016:** India's leading natural health care company Dabur India Ltd today announced its foray into the premium baby care market with the launch of 'Dabur Baby', a new brand which will have a range of baby care products prepared using natural oils, essential for safe and tender care of the youngest member of the family. The first product to be launched under the Dabur Baby umbrella brand is the **Dabur Baby Massage Oil with Olive & Almond, which is completely free of paraffin and paraben** making it a completely safe product.

Packed with natural ingredients like Olive, Almond, jojoba and Sesame, **Dabur Baby Massage Oil with Olive & Almond** provides extra skin nourishment and regular massaging with it helps strengthen bones and muscles. Dermatologically tested on the baby's skin, Dabur Baby massage oil is Paraffin free and has no artificial colours. A new 360-degree campaign, encompassing television, print and digital, would be launched to communicate the new launch and its benefits.

Announcing the launch, **Dabur India Ltd Category Head - Mother & Child Care Mr. Ramarao Dhamija said:** *"For generations, Dabur has been the trusted name when it came to taking care of the baby's health with a range of Ayurvedic formulations like Dabur Lal Tail, Dabur Janam Ghunti and Dabur Gripe water. At Dabur, we are committed to provide the safest, most effective products for you and your bundle of joy. We are now taking forward this commitment to offer safe, pure and natural products with the launch of our new brand Dabur Baby, which will feature products that do not have any harmful chemicals and also are free from Paraffin, Paraben & artificial colours. Targeted at the health conscious and aware moms who are concerned about products that touch their baby's delicate skin, Dabur Baby massage oil has been specially developed keeping their concerns in mind."*

Dabur Baby Massage Oil with Olive & Almond will be available in two SKUs of 100ml & 200ml, priced at Rs. 110 & Rs. 200 respectively. Dabur Baby Massage Oil, developed after extensive R&D, gently moisturises the delicate skin of babies and makes it soft & supple. *"With Dabur Baby range, we will continue to provide the highest quality in natural personal baby care, using formulations that are tender enough for a baby's skin,"* **Mr. Dhamija said.**

**For further information, Contact:**

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