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Scrip Symbol: NSE– DABUR, BSE Scrip Code: 500096

To,

Corporate Relation Department  
BSE Ltd  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai- 400001

National Stock Exchange of India Ltd  
Exchange Plaza, 5th Floor  
Plot No. C/1, G Block Bandra – Kurla Complex  
Bandra (E), Mumbai – 400051

**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 Breaks Ground for new Factory in Madhya Pradesh**' 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**

ASHOK  
KUMAR  
JAIN

Digitally  
signed by  
ASHOK  
KUMAR JAIN

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

Encl: as above



## Dabur Breaks Ground for new Factory in Madhya Pradesh

### To invest Rs 550 Crore in setting up most modern, environment-friendly unit

**Indore, June 23, 2021:** Responding to the Government's Make in India policy push and Honourable Prime Minister Mr. Narendra Modi's clarion call for the building an *Atmanirbhar Bharat*, India's leading Ayurvedic Healthcare company Dabur India Ltd today commenced construction of its largest, most-modern and environment-friendly manufacturing facility in Madhya Pradesh. Being set up with a phased investment of around Rs 550 Crore, this new unit would manufacture a range of Dabur's Food Products, Ayurvedic Medicines and Health Supplements.

A ground-breaking ceremony was organised at the site today, which was attended by Dabur India Ltd. Executive Director-Operations Mr. Shahrukh A Khan and senior officials from the state government. The ground-breaking ceremony was limited to a small group to respect social distancing norms and COVID standard operating procedures.

The first phase of construction of this new facility – which has been planned under the Mega Projects Scheme of the Madhya Pradesh Government as well as the Central Government's Production-Linked Incentive (PLI) scheme – is scheduled for completion by the end of 2021-22 financial year. Located in the SMART Industrial Park near Indore, this unit would provide direct cum indirect employment to around 1,250 people initially and over 3,000 people at the end of the final phase.

"This project is the largest single investment by Dabur in the state of Madhya Pradesh, and is a clear commitment on our part towards promoting the traditional science of Ayurveda. We have a clear growth strategy in mind and in order to achieve our ambitious goals, we need modern, state-of-the-art, high-performance plants. This new facility will provide us the space needed to rapidly expand our production capacity to not only satisfy the growing demand for Ayurvedic products and medicines but also develop and launch innovative Food Products for the future. The new factory is a step forward towards strengthening our position as the world's largest Ayurvedic products and medicines manufacturer and a market leader in Indian Foods and Beverages category" **Dabur India Limited Chief Executive Officer Mr. Mohit Malhotra said.**

Since the COVID outbreak, demand for Ayurvedic products has seen a rapid growth. Building on its 137-year-long heritage, Dabur has been developing products based on Ayurveda to support the consumers' growing need for holistic health and well-being. "This significant investment reflects Dabur's confidence in the future of Ayurveda and our strong commitment to Madhya Pradesh as a strategic manufacturing hub," **Dabur India Ltd Executive Director-Operations Mr. Shahrukh A Khan said.**

Spread over 51 acres of land, this new plant will become one of the largest manufacturing facilities for Dabur worldwide and possess cutting edge technology to make world class products. "The plant would feature fully automated processing and packing lines as well as state-of-the-art warehousing infrastructure to optimize supply chain and quality management. With its stringent quality control mechanism and highly hygienic production environment in place, consumers can be sure that products coming out of this factory will offer best-in-class quality while adhering to world-class Good Manufacturing Practice (GMP) standards," Mr. Khan added.

As part of Dabur's strong commitment to "Green Company" principles, the new facility will incorporate energy conservation in its design and operation. Special focus is also being given to the Environment

with the company planning to construct an energy efficient building besides deploying state-of-the-art technology for effluent treatment. Dabur will also extend its Corporate Social Responsibility (CSR) programmes to the local community as part of its commitment to community development in areas where it operates.

**About Dabur India Ltd.**

Dabur India Ltd is one of India's leading FMCG Companies. Building on a legacy of quality and experience for 137 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 includes nine Power Brands – **Dabur Chyawanprash, Dabur Honey, Dabur Honitus, Dabur Pudinhara** and **Dabur Lal Tail** in the Healthcare space; **Dabur Amla, Dabur Red Paste** and **Vatika** in the Personal care space; and **Réal** in the Foods category.

**For Further Information, please contact:**

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