



February 2, 2024

DGM – Corporate Relations  
BSE Ltd.  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001  
**Scrip Code: 500408**

The Listing Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Plot No. C-1, Block G  
Bandra – Kurla Complex Bandra (East)  
Mumbai – 400 051  
**Scrip Code: TATAELXSI**

Dear Sir,

**Sub: Press Release – “Tata Elxsi Reinvents Vatika Haircare Portfolio, Launches New Packaging Design with Innovation in Sustainability”**

Please find enclosed the Press Release dated February 2, 2024, titled “Tata Elxsi Reinvents Vatika Haircare Portfolio, Launches New Packaging Design with Innovation in Sustainability”.

This disclosure is made in terms of requirements of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and records.

Yours faithfully,

**For Tata Elxsi Limited**

**Cauveri Sriram**

Company Secretary & Compliance Officer

engineering creativity

**TATA ELXSI**

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## Tata Elxsi Reinvents Vatika Haircare Portfolio, Launches New Packaging Design with Innovation in Sustainability

**Bengaluru / UAE, January 2, 2024:** Tata Elxsi, a global leader in product engineering and innovation-led design services, has introduced an innovative packaging design for Vatika Shampoo range in the UAE market.

Vatika, the leading natural hair care brand recently underwent a brand refresh for its full range of haircare products. Tata Elxsi played a pivotal role in crafting a fresh design language system, which visually represented Vatika's commitment to sustainability and connoted as a natural haircare brand.

The resulting achievement goes beyond environmental sustainability, serving as a testament to the innovative integration of engineering and simulation in design. This effort was geared towards reducing plastic usage without compromising the bottle's functionality, usability and structural integrity.

### The eco-friendly design by Tata Elxsi has resulted in significant sustainability metrics:

- 25% savings in total costs
- 20% reduction in greenhouse gas (GHG) emissions
- 17% improvement in truck loadability
- Yearly reduction of 128 metric tons in plastic use
- Utilization of 60% post-consumer recycled (PCR) plastic via multilayer molding

This design initiative stands out by achieving an impressive 15% reduction in plastic usage per 400ml pack compared to the previous design, demonstrating a dedicated commitment to sustainability and innovation. The design was meticulously crafted into the final pack through careful engineering without compromising on intent or function.

Additionally, virtual engineering techniques were employed to optimize the design. Specifically tailored to appeal to Vatika's predominantly female customer base, the product showcases a refined silhouette, achieving a perfect balance between aesthetic allure and practical utility.

*"Our design reflects Vatika Naturals' commitment to sustainability and natural ingredients, creating a fresh brand identity through natural motifs in shampoo and conditioner packaging,"* said Shyam Sunder B K, Chief Designer, Tata Elxsi.

*"At Tata Elxsi, sustainability is more than an objective; it's at the core of our design ethos. We strive to create solutions that deliver exceptional user experiences while being ecologically responsible. Every design decision is a step towards a future where technology and sustainability are in harmony,"* he added.

*"With this change, Vatika's design quotient has elevated to multiple levels above industry benchmarks. Just another step into offering consumers with visually appealing, user-friendly, and sustainable packaging,"* said Nishant Sukumaran – Marketing head, Dabur International, Dubai.

## **About Tata Elxsi**

Tata Elxsi is a fully integrated global design and technology consultancy, creating innovative products, services, and experiences to build brands and help businesses grow. It has a multi-disciplinary team of over 13,000 design researchers, strategists, product, UX / UI designers, technologists, and engineers. Tata Elxsi helps clients globally to bring new ideas and award-winning products and services to market. For over 30 years, we have been helping brands differentiate and win.

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## **About Vatika**

Vatika is the most loved natural hair care brand with a product portfolio in Pre-Wash, In-shower, and Post Wash segments. Vatika enjoys unbreakable trust from millions of Arab and Expat diasporas in the MENA region. Vatika Naturals encompasses a range of hair care products like Enriched Hair Oil, Shampoo, Conditioner, Hair Cream, Hair Serum, Hair Colours and Treatment product Hammam Zeit. The brand also includes a range of men products which includes the Vatika Menz range - Hair Gel and Gel Creams. Vatika products are available in-store from most leading supermarkets and in eCommerce stores.

## **About Dabur International**

Dabur International Limited is a wholly owned subsidiary of Dabur India. With over 136 years of legacy, Dabur is today the largest Ayurveda and Natural consumer Products Company in the world. We enrich the quality of more than a billion people daily around the world with Hair Care, Oral Care, Depilatory, Hair Colours, Men's Styling, Skin Care, Skin Cleansing, Home Care, Healthcare and Packaged Food products. Our flagship brands are Dabur Amla, Vatika Naturals, Dabur Herbal Toothpaste, Dabur Miswak, Fem, Badshah and Dermoviva.