

March, 2012

### **Sales of Yakult to Start in Chennai, India**

Yakult Honsha Co., Ltd. (Chairman, Representative Director and Chief Executive Officer: Sumiya Hori) today announced that Yakult Danone India Pvt. Ltd. would start selling the Yakult fermented milk drink in Chennai, India from April 5, 2012.

Products to be sold in Chennai will be sourced from the branch in Bangalore for the time being.

Chennai is a major Indian city of about 6.4 million people located in South India and is known as the gateway to South India and also as the Detroit of South Asia with flourishing automobile and IT industries. It is also the fourth largest city in India in terms of population and can be considered as a promising market upon accelerating Yakult's business activities in the country.

In India, the business is being handled by Yakult Danone India Pvt. Ltd., in which each of Yakult Honsha Co., Ltd. and France's Groupe Danone (Chairman and CEO: Franck Riboud) has a 50% stake.

The Yakult fermented milk drink was first launched in January 2008 in Delhi and its suburbs and its sales have been subsequently expanded to Mumbai in September 2009, Bangalore in August 2010 and Hyderabad in February 2012, as Yakult Danone India established sales bases in those major cities. Yakult is currently delivered to households or sold at retail stores in India and as of December 2011 the number of stores selling Yakult totaled about 2,100 stores and Yakult Ladies numbered around 230.

Yakult Danone India will start sales through retail stores in Chennai and intends to progressively expand to surrounding cities depending on the sales in Chennai.

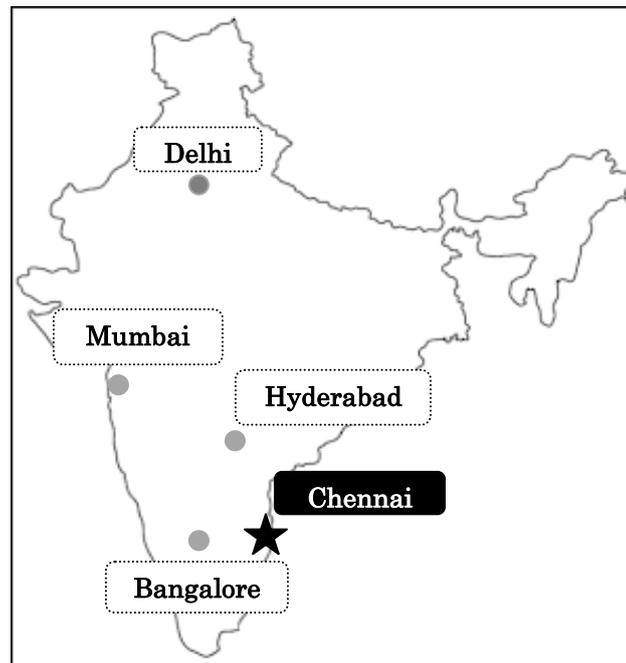
Outline of the sales plan for Chennai is as follows:

1. Product name: Yakult
2. Volume/format: 65ml × 5 bottles/polystyrene bottles
3. Suggested retail price: Rs. 50/pack of 5 bottles (about 82.5 yen)  
\*Re. 1 = 1.65 yen (exchange rate as of the end of February 2012)
4. Start of sales: April 5, 2012
5. Sales area: Chennai and surrounding cities  
(Sales area to be expanded progressively to surrounding cities depending on the sales in Chennai)

6. Sales channel: Sales at outlets of major chains. To be supplied to an estimated 200 outlets.  
\*Sales by Yakult Ladies will begin as and when preparations are completed.
7. Sales target: 2,014 bottles per day (annual average for Chennai for fiscal year 2012)

[Reference]

1. Sales areas in India



2. Profile of Yakult Danone India Pvt. Ltd.

Name: Yakult Danone India Pvt. Ltd.  
 Established: October 2005  
 Location: New Delhi  
 Capitalization: 204 million rupees  
 \*Investment ratio: Yakult Honsha Co., Ltd. and Danone own 50% each  
 Representative: Kiyoshi Oike  
 Employees: 119  
 Sales: About 52,000 bottles per day (December 2011)

3. Country profile of India

Population: About 1.0497 billion  
 Area: About 3,287,590 sq. km (about 8.4 times the size of Japan)  
 Capital: New Delhi  
 Currency: Rupee; 1 Indian Rupee = 1.65 yen (exchange rate as of the end of February 2012)

4. Profile of Chennai

Population: About 6.4 million  
 Area: About 174 sq. km  
 Primary language: Tamil