

February, 2015

Sales of Yakult to Start in Ahmedabad, India

Yakult Honsha Co., Ltd. (President: Takashige Negishi) today announced that its subsidiary Yakult Danone India Pvt. Ltd. would start sales of the Yakult fermented milk drink in Ahmedabad, India, from February 14, 2015.

Located in western India, Ahmedabad is a city with a population of about 6.35 million. It is a major city with thriving agriculture and cotton textile industries and a number of plants in its outskirts. It is the seventh most populous city in the country, and is a promising market for accelerating Yakult's business activities in India.

In India, the Yakult Group started sales of Yakult in India in Delhi and its suburbs in January 2008. Subsequently, it established sales bases in Mumbai in 2009, Bangalore in 2010 and Hyderabad and Chennai in 2012, expanding the sales areas primarily in metropolises. Currently Yakult is available in the country through home delivery and at retail stores.

Yakult Danone India will start sales of Yakult through the store sales channel in Ahmedabad and plans to sequentially expand the sales area to include surrounding cities.

An outline of the sales plan for Ahmedabad is as follows:

1. Product: Yakult
2. Size/Package: 65 ml polystyrene bottles; 5 bottles per package
3. Suggested retail price: 55 rupees/5 bottle package (about 104.5 yen)
*1 rupee = 1.90 yen (the exchange rate as of February 2, 2015)
4. Start of sales: February 14, 2015
5. Sales area: Ahmedabad and surrounding cities
(To be sequentially expanded to surrounding cities after observing the sales status in Ahmedabad)
6. Sales channel: Store sales at major retail chains. To be supplied to an estimated 240 outlets.
*Sales by Yakult Ladies are expected to start once preparations are completed.

[Reference]

1. Sales areas in India



2. Profile of Yakult Danone India Pvt. Ltd.

Company name:	Yakult Danone India Pvt. Ltd.
Established:	October 2005
Location:	New Delhi
Capitalization:	2.64 billion rupees *Yakult Honsha and Danone (Danone Probiotics Pte. Ltd.) each hold a 50-50 stake.
Representative:	Minoru Shimada
Employees:	149
Stores delivered to:	about 4,600 stores
Yakult Ladies:	about 240
Sales:	about 128,000 bottles/day (average for 2014)

3. Overview of India

Population:	1.2674 billion
Area:	about 3,287,590 square kilometers (about 8.4 times Japan)
Capital:	New Delhi
Currency:	1 Indian rupee = 1.90 yen (the exchange rate as of February 2, 2015)

4. Overview of Ahmedabad

Population:	about 6.35 million
Area:	about 464 square kilometers
Primary language:	Gujarati