

February, 2016

Sales of Yakult to Start in Kolkata, 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 Kolkata, India, from March 1, 2016.

Kolkata is a city with a population of about 4.49 million located in eastern India, and it is a promising market for Yakult to accelerate its business activities in the country.

In India, the company started sales of Yakult in Delhi and its vicinity in January 2008, and subsequently expanded the sales area, primarily to metropolises such as Mumbai in September 2009, Bangalore in August 2010, Hyderabad in February 2012, Chennai in April 2012 and Ahmedabad in February 2015.

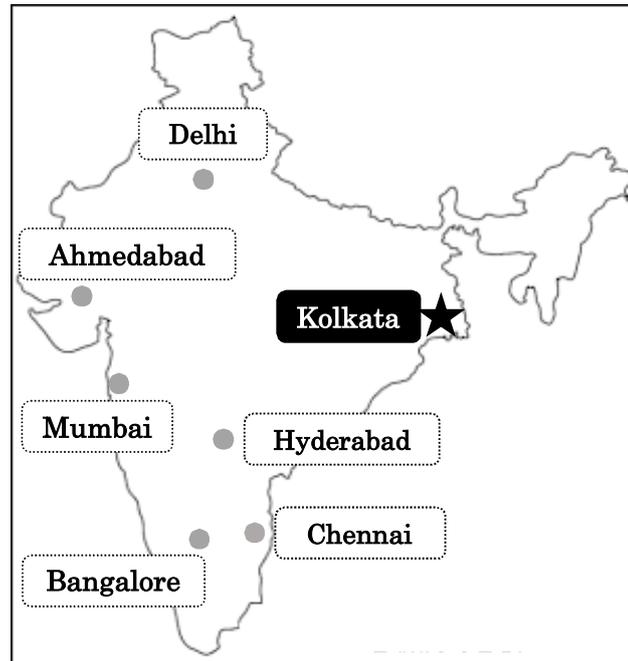
Yakult Danone India will start sales of Yakult at retail stores in Kolkata and plans to gradually expand the sales area to the cities in the surrounding area while observing sales progress in Kolkata.

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

1. Product: Yakult
2. Size/Package: 65 ml polystyrene bottles; 5 bottles per package
3. Suggested retail price: 60 rupees/5 bottle package (about 100.8 yen)
*1 rupee = 1.68 yen (the rate as of February 16, 2016)
4. Start of sales: March 1, 2016
5. Sales area: Kolkata and surrounding cities
(To be gradually expanded to surrounding cities after observing the sales progress in Kolkata)
6. Sales channel: Store sales at major retail chains. To be supplied to an estimated 150 outlets by the end of 2016.
*Sales by Yakult Ladies are expected to start once preparations are completed.

[Reference]

1. Sales areas in India



1. 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: 156
 Stores delivered to: 5,744 stores
 Yakult Ladies: 262
 Sales: about 144,000 bottles/day (average for 2015)

2. Overview of India

Population: 1.3111 billion
 Area: about 3,287,590 square kilometers (about 8.7 times Japan)
 Capital: New Delhi
 Currency: 1 Indian rupee = 1.68 yen (the exchange rate as of February 16, 2016)

3. Overview of Kolkata

Population: about 4.49 million
 Area: about 185 square kilometers
 Primary language: Bengali