

### Sales of Yakult Light Start in India

Yakult Honsha Co., Ltd. (President: Takashige Negishi) announced today that its overseas subsidiary, Yakult Danone India Pvt. Ltd., started selling Yakult Light, a low-calorie version of the Yakult fermented milk drink, on February 8, 2018.

With increasing health awareness among Indian consumers in recent years, demand for low-sugar, low-calorie products have been growing. In light of this trend, Yakult Danone India aims to expand its market by launching Yakult Light, which contains 50% less calories than regular Yakult.

An outline of the sales plan for Yakult Light in India is as follows:



1. Product name: Yakult Light
2. Size/Package: 65 ml polystyrene bottles; 5 bottles per package
3. Suggested retail price: 80 rupees/5 bottle package (about 137 yen)  
\*1 rupee = 1.71 yen (the rate as of February 1, 2018)
4. Start of sales: February 8, 2018
5. Sales area: Almost all existing sales areas including Delhi
6. Sales channels: Home delivery by Yakult Ladies and sales through supermarkets and other retail stores
7. Sales target: 20,000 bottles per day (daily average for the period from February to December 2018)

## [Reference]

## 1. Profile of Yakult Danone India Pvt. Ltd.

Company name:	Yakult Danone India Pvt. Ltd.
Established:	October 2005
Start of operations:	January 2008
Location:	New Delhi
Capitalization:	1.74 billion rupees *Yakult Honsha and Danone (Danone Probiotics Pte. Ltd.) hold a 50-50 stake.
Representative:	Minoru Shimada
Employees:	201
Sales:	about 186,000 bottles per day (average for the period from January to December 2017, preliminary figure)

## 2. Overview of India

Population:	about 1,311.1 million
Area:	about 3,287,590 square kilometers (about 8.7 times that of Japan)
Capital:	New Delhi
Currency:	1 Indian rupee = 1.71 yen (the rate as of February 1, 2018)

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