

Yakult India to Start Selling *Yakult Light Mango Flavor*

Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that its overseas subsidiary Yakult Danone India Pvt. Ltd. ("Yakult India") will begin selling the low-sugar, low-calorie *Yakult Light Mango Flavor* starting from July 25, 2024.

By introducing the popular mango flavor in India and attracting more customers' interest, we aim to increase the consumption of *Lactobacillus casei* strain Shirota and overall sales of Yakult products. Moreover, in response to the recent increase in health consciousness in India, *Yakult Light* and the new *Yakult Light Mango Flavor* are low in sugar and contain vitamins D and E to meet market needs for healthier products and help consumers improve their health.

Sales plans for the *Yakult Light Mango Flavor* by Yakult India are as follows:

1. Product name: *Yakult Light Mango Flavor*
2. Size and package: Packages of five 65 ml bottles
3. Suggested retail price:
 - Home delivery: 94 rupees (Approximately 181 yen) per five-bottle package
 - Store sales: 100 rupees (Approximately 193 yen) per five-bottle package
(Exchange rate as of the end of June 2024: 1 rupee = 1.93 yen)
4. Start of sales: July 25, 2024
5. Sales channel: (1) Home delivery by Yakult Ladies
(2) Retail stores including hypermarkets, supermarkets, and convenience stores
(3) Online stores
6. Sales target: 29,000 bottles per day (daily average sales from August through December 2024)



[Reference]

1. Profile of Yakult Danone India Pvt. Ltd.

- (1) Name: Yakult Danone India Pvt. Ltd.
- (2) Capitalization: 2,240 million rupees (50%-50% joint venture between Yakult Honsha and Danone Probiotics Pte. Ltd.)
- (3) Location: New Delhi, India
- (4) Representative: Eiji Amano
- (5) Established: October 2005
- (6) Start of operations: January 2008
- (7) No. of employees: 338 (as of the end of December 2023)
- (8) Sales performance: 223,169 bottles per day
(average for the January–December 2023 period)

2. Profile of the Republic of India

- (1) Population: 1,417.17 million
- (2) Area: 3,287,469 km²
- (3) Capital: New Delhi
- (4) Currency: 1 rupee = 1.93 yen (as of the end of June 2024)