



ICONIC

DABUR India Ltd.

A NAME THAT SPEAKS FOR ITSELF

Dabur India Ltd. is a name that evokes trust, heritage, and health – a brand that works on a war footing to meet the needs of the consumers and keeps the shelves of its retailers upgraded to the demand of the times. A pioneer in Ayurveda, Dabur India is also the flag-bearer of Ayurvedic products that continue to be passed on to generations with reposed trust.

Presently, a staggering \$1.2 Billion (revenues) company, Dabur India first

set its footprints in the year 1975 but was formally founded in 1884 by S K Burman a physician in West Bengal who specialized in Ayurvedic medicines. He set the motion of an Ayurvedic revolution in India that had no looking back. The commencement of their commercial production at the most modern herbal medicines plant in Sahibabad was one of its joyful rides to reach out to the zenith.

The company was converted into a public limited company in the year 1986 and thereafter in the year 1994 Dabur India entered into capital market with their capital issue. This was just the beginning of their gargantuan ventures that soon impressed the international markets as well.

Dabur metamorphosed with the need of the times. In 1996 they entered into foods business with the launch of Real Fruit Juice, the first local brand of 100% pure natural juices made to international standards. In 2011, the company launched their first online shopping portal.



THE PINNACLE OF ITS RISE

Dabur India Ltd. stands tall amongst the leading FMCG Companies of India, as the company is a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products. It continues to dominate in the Ayurvedic herbal products reaching out both to the urban markets as well as into the inroads of rural India, and has a wide distribution network, covering over 2.8 million retail outlets.

Unlike several consumer companies Dabur India Ltd.'s products are herbal-based and boast of a generic hold in their class or segment of products. Some names like Dabur Chyawanprash, Dabur



COMPASSIONATE APPROACH OF DABUR

When it comes to philanthropic work and contributing towards the society the owners of Dabur have shown full responsibility and compassion. Through its organization Sustainable Development Society (Sundesh) under their chairman Dr Anand C Burman, welfare activities are carried out in the health sector, education, and other socio-economic fields. They believe in giving back to the society through their welfare programmes and becoming an active contributor towards the society.

Red Tooth Paste, Hajmola, Pudín Hara, Dabur Lal Tail, Glucon-D, Odomos, and Odonil to name a few are purchased by the customers without a second thought and with no alternative in mind. Their quality never fails to disappoint their consumers and hence the loyalty to the Dabur products is retained in spite of the many other upcoming herbal consumer products.

Since its inception, Dabur has touched the nerve and need of its consumers serving their requirements with honesty, superior quality and products that give value for their money. The growing herbal market in India and the sprouting of its competitors has only made Dabur India Ltd. more determined to excel and to continue to retain the loyalty of their customers.

QUANTUM LEAPS

- Top brand in the Best Indian Brands 2016 league table by Interbrand India
- Its Odomos campaign won the Silver Effies Award