



## **Future Consumer Limited partners with Hain Celestial Group to bring Better-For-You natural products to India**

***This will include organic and natural products under various categories***

Future Consumer Limited, the food and FMCG arm of Future Group, has partnered with the Hain Celestial Group Inc. to bring Better-For-You organic and natural products to the Indian market. This will include natural and organic products in various categories including snacks, plant-based beverages and toddler and kids food products under various Hain Celestial brands including Terra<sup>®</sup>, Garden of Eatin'<sup>®</sup>, Sensible Portions<sup>®</sup>, Dream<sup>™</sup> and Earth's Best<sup>®</sup>.

The strategic joint venture between both the companies will provide Indian consumers with a vast array of natural and organic products. The Hain Celestial Group, Inc. is a leading organic and natural products company with operations in North America, Europe and India. As part of the partnership, the company is also planning to have its first factory set up in Tumkur, Karnataka by the end of this year.

**Irwin D. Simon, Founder, President and Chief Executive Officer of Hain Celestial commented on the partnership,** "This is a great opportunity for us to expand in the Indian market through Future Group's strong distribution network. Our aim is to bring the best of natural and organic products to India at a price point that gives Indian consumers the best value of money. We also believe that this venture would bring great benefits to Indian farmers as we will be working on educating them so as to improve yield and cultivate new vegetables to manufacture Terra chips alone."

"Our partnership with Hain Celestial will help us provide Indian consumers with the best of natural and organic products. We are excited at the prospect of revolutionising the organic food space in India with them," said **Kishore Biyani, Group Chief Executive Officer, Future Group.**

The Joint Venture and India expansion plan is expected to provide Hain Celestial with an opportunity to grow distribution of the company's brands and products throughout the country. The company will also explore the possibility of sourcing and processing more organic and natural products from India through this partnership. It will use Future Group's existing infrastructure and Big Bazaar outlets for distribution of its food products which will be available all over India.

### **About The Hain Celestial Group, Inc.**

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings<sup>®</sup>, Earth's Best<sup>®</sup>, Ella's Kitchen<sup>®</sup>, Terra<sup>®</sup>, Garden of Eatin'<sup>®</sup>, Sensible Portions<sup>®</sup>, Health

Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, HainPure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, SoyDream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, KosherValley®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, FrankCooper's®, Linda McCartney®, Lima®, Danival®, Happy®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. HainCelestial has been providing A Healthier Way of Life™ since 1993. For more information, visit [www.hain.com](http://www.hain.com).

#### **About Future Consumer Ltd**

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

#### **For any further information, please contact:**

Mitralli Bose

+91 9987946079 | [mitrali.bose@futuregroup.in](mailto:mitrali.bose@futuregroup.in)