

VVF Ltd's JO Jasmine and Sandal Soaps Now Available in Mini-Packs

- **Priced at Rs. 5 Per Pack**

Mumbai, September 27, 2006: VVF Limited, India's leading producer of Oleochemicals and manufacturer of personal care products has launched mini – packs of its JO Sandal & JO Jasmine range of soaps enriched with Glycerine priced at Rs. 5/- per pack.

In January 2006, VVF Ltd introduced its new range of JO soaps enriched with Glycerine in four variants: *JO Rose, JO Lime, JO Sandal and JO Jasmine*. JO was available in only Rose and Lime variants in the Rs. 5/- pack. Encouraged with higher penetration in the rural markets and overall growth in the Rs. 5/- segment, VVF will now offer consumers JO in Sandal and Jasmine fragrances as well.

Both variants will be available in the market in 55gm packs of Rs. 5/-. They are the only soaps available at this price that offer the benefits of Glycerine. The glycerine in Jo acts as a moisturizer and keeps the skin soft and beautiful.

JO Sandal has rich fragrance of Sandal combined with the benefits of glycerine.

JO Jasmine contains the floral fragrance of jasmine with the benefits of glycerine.

Commenting on the launch of the mini- packs, **Mr. Piyush Jindal -Vice President, (Personal Care) VVF Ltd** said, *“We constantly strive to add value to the lives of our consumers. The expansion of the Rs. 5 range of JO soaps is one more step ahead in this direction. With the launch of the mini- packs of JO Jasmine and JO Sandal, we are offering consumers the option of purchasing JO in a variety of fragrances at a more affordable price”.*

JO is available across the country at more than 10 lakh retail outlets.

About VVF Ltd:

VVF manufactures some of the premium brands of soaps and cosmetics for global players like Johnson & Johnson, Henkel, Reckitt Benckiser to name a few, besides having its own range of branded soaps like, Doy Princess, Doy Care Aloe vera, Doy care Crème, JO and Shiff. Set up in 1939, VVF is also a major Oleo Chemical exporter.