

Press Release

VVF Limited launches 'Jo Saundarya Sakhi' Programme

Nashik – May 31, 2006: VVF Limited, India's leading producer of Oleochemicals and manufacturer of personal care products has launched the '**Jo Saundarya Sakhi' Programme** for women of all age groups in Nashik, Sholapur and Kolhapur in Maharashtra to make women more beauty conscious.

The '**Jo Saundarya Sakhi**' Programme aims to educate and help thousands of women of all age groups in small towns and districts on better skin and beauty care ways which are simple and easy on the pocket.

Under the programme, the Jo Saundarya Sakhi Van will visit Nashik, Sholapur and Kolhapur districts and set up **JO Experience Zones**, where educational leaflets on the importance of proper skin and beauty care will be given to the local populace. Visitors will also be provided with an opportunity to experience the product through a face wash and share their experience. A Live Chat with a beauty expert will also be offered for women on the **Helpline No: 93217 17217** where simple homemade remedies will be suggested for beauty enhancement.

Visitors can also participate in exciting spot contests on beauty and skincare.

Commenting on the launch of '**Jo Saundarya Sakhi**' programme, **Mr. Piyush Jindal, Vice President, (Personal Care) VVF Ltd** said, "*At VVF Ltd. we constantly strive to add value to our consumers. The 'Jo Saundarya Sakhi' Programme is one step in this direction. With this initiative, we hope to provide simple and wholesome skincare advice to Indian women in the small towns and districts of Maharashtra and help them face the world with confidence*".

The recently launched Jo soap enriched with Glycerine and available in four variants (Jo Lime, Jo Sandal, Jo Rose and Jo Jasmine) has become one of VVF Ltd's most successful soap brands in Maharashtra. With this programme, VVF Ltd. hopes to give something back to the women who have made this brand so successful.

Jo is available across the country at all the retail outlets.

About VVF Ltd:

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