

Doy adds two more fun and exciting new shapes to its soap range - Mambo the Elephant and Samba the Lion!

Mumbai, August 29 2006: VVF Ltd., a leading manufacturer of personal care products, introduces two more fun and exciting new animal shapes – *'Mambo the Elephant'* and *'Samba the Lion'* to their Doy range of soaps for young children.

Trade and customer feedback indicated that the earlier launched Doy Soaps with its unique and colourful shapes appealed to the kids segment and became very popular with young children. Hence, VVF Ltd decided to add on two more fun shapes - *'Mambo the Elephant'* and *'Samba the Lion'* to the existing Doy family comprising of Princess, Pixie and Mermaid.

Mambo the Elephant is the friendly elephant that sings out loud when having a bath. All his songs he knows by heart.

Samba the Lion is the King of the Jungle. He is a gentle but he is gruff and he runs so fast that you can't keep up.

By attributing unique personalities to the new Doy shapes, VVF Ltd. wishes to make bathing a much more fun, exciting and distinctive experience for the children.

The Doy range of soaps targeted at kids between the ages of 3 to 7 years are unique as they are the only soaps available in India in such different shapes. The soaps enriched with olive oil not only forms a protective shield over the child's delicate skin but also nourishes it, keeping it young and healthy.

Commenting on the launch **Mr. Piyush Jindal, Senior Vice President, Personal Care VVF Ltd** said, *"On seeing the tremendous response from children to the earlier launched Doy soaps, we have introduced two more fun and delightful animal shapes - Mambo the Elephant' and 'Samba the Lion"*.

Priced at Rs.16 per pack, The Mambo and Samba range of Doy soaps is available across the country at all 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 Care Aloe Vera, Doy care Crème, JO and Shiff. Set up in 1939, VVF is also a major Oleo Chemical exporter.