



PLEDGE

The food companies have a vital role to play in helping enable healthier lives. The companies are committed to continuous product improvement and innovation, with the goal of making available food choices that help people eat a healthy, balanced diet.

As part of our endeavor to ensure and provide safe and nutritious food to the consumer to balance their diets, we pledge to continuously work towards evaluating our portfolio and reformulating our products to reduce sugar, fat, sodium, as applicable.

We, Dabur India Limited, are committed to ensuring better nutrition and health to our consumers. We, as a responsible company, have been the pioneers in launching healthier beverages in India. We were the first company to launch Packaged Nectar in India, way back in 1997. We have over the period of last 20 years, launched several healthier options like 100% Fruit Juice Range, Fruit+ veggie range, Fiber+ range, 100% packaged tender coconut water, 100% Wellnezz range etc. We are proud to be the first movers in many of the innovative healthy products and also offer the highest fruit juice content in majority of our beverages in the Indian market.

To support the **EAT RIGHT MOVEMENT**, we confirm to further improve and innovate our beverages portfolio by reducing added salt, sugar and fat.

On this day of 27th July, 2018, Dabur India Ltd. pledges the following:

- **Sugar:**
 - To reduce added sugar on an average, by 5% on two third of our beverages portfolio by the year 2021.
 - We will further reduce added sugar on an average by another 5% on half of our beverages portfolio by 2023, taking it to a total of 10% reduction for our current levels.
- **Fat:** All our food products are trans-fat free and we commit to abide by the national regulation on the same.



Sunil Duggal
CEO – Dabur India Limited