

VVF Ltd to buy Colgate Palmolive plant in Kansas City, USA

Mumbai, November 03, 2006: VVF Limited, India's leading producer of Oleochemicals and Personal Care products, is buying the soon-to-be closed Colgate Palmolive soap manufacturing plant in Kansas City, Kansas, USA.

This is a state-of-the-art plant, on which VVF plans to further invest on upgrades. "We will make this facility our North American headquarters", said Kurussh Amrolia, President US Operations, VVF. It plans to reopen the plant during the first quarter next year with a startup work force to produce private-label soap for hotels and personal care products for other clients. The work force will be expanded, as well as customer base.

Commenting on this development, Mr. Piyush Jindal, Senior Vice President-Personal Care, VVF Ltd, India said, *"This development is a significant step towards expanding our global footprint. During 2006, a significant expansion of capacities has happened at Dubai plants, followed by set up of a Singapore office. With this, we have enhanced our capabilities to address needs of customers in the vast market of the American continent. We would now cater to clients needs not just with soap, but other skin care and oral care products on a scale much more than our Ontario, Canada facility could"*.

"VVF steps in as a buyer, and a very good company too", quoting Mr. Jim Thompson, Director of the Wyandotte Economic Development Council, Kansas.

VVF Ltd manufactures some of the most premium brands of soaps and cosmetics for companies like Johnson & Johnson, Henkel, Reckitt Benckiser, J L Morrison and Cussons. Based in Mumbai, India, VVF has modern manufacturing facilities at Mumbai, Daman, Navsari, Kutch to cater to the Indian and overseas market. At Taloja, it has a state-of-the-art Oleochemicals plant, the largest such single unit in Asia, supplying European and American customers. The company's production facilities at Jebel Ali Free Trade Zone, Dubai, help cater to the personal care product needs of international buyers in Europe, USA, UK, Japan and Middle East. In the American continent VVF has a plant in Ontario, Canada and Oleochemical distribution facilities in Newark, Memphis, Chicago and Los Angeles.

About VVF Ltd:

VVF Ltd. is India's largest Oleochemicals manufacturer exporter of leading soap brands, in addition to having its own range of branded soaps—Doy, Doycare, Shiff and Jo. A professionally managed, privately owned company with fully integrated operations, providing world-class products, it was set up in 1939 by Godrej Pallonji Joshi. Over the past six decades the company has grown to play a leadership role in India and has a substantial international presence. With modern manufacturing facilities at Mumbai, Daman, Navsari, Kutch, VVF meets the needs of discerning Indian customers. The company's production facilities at Taloja, India, Jebel Ali Free Trade Zone, Dubai and at Mississauga, Ontario, Canada, help cater to the Oleo and soap needs of international buyers in Europe, USA, UK, Japan and Middle East. Steering the company to new heights is the technocrat

MD Rustom G Joshi, (son of Godrej Pallonji Joshi), and a highly capable senior management team, constantly infusing new ideas and creating benchmarks. VVF Ltd., currently a Rs. 675 crore company, is charting high growth with plans afoot to cross Rs. 1000 crore by 2008.