

Press Release

VVF HAS COMPLETED THE ACQUISITION OF COLGATE'S KANSAS CITY, KS PLANT

Mumbai, 13 February 2007: VVF Ltd. a leading Indian manufacturer of soaps, oleochemicals, personal and homecare products will utilize the plant's world class manufacturing capability for its full line packaged cleaning products including soap bars, shampoos, liquid soaps, light duty liquids and other homecare and personal care products. The new facility also comprises the North American Headquarters for the company.

The cost is Rupees 100 crores, including further upgradation expenses over the year.

The Kansas City plant, part of Colgate for over 100 years, is a highly automated, state of the art soap and liquid cleaning products manufacturing facility, occupying over 25 acres and well served by rail and road links to the entire North American continent. VVF will use the new plant to service existing brand-name contract manufacturing customers, with whom it has business in Asia, Europe and the Middle East, now in North America too.

VVF is the manufacturer behind many well known global branded personal and homecare products. VVF will also use the new facility to expand its business in the hospitality market, serving major hotel chains with soaps, shampoos and related products. Current production of hotel amenity and private label products at the company's Mississauga, Ontario plant is being transferred to the Kansas plant. VVF's private label business with supermarket, mass merchandise and drugstore chains, will be extended to the US market using the new plant. The plant's capacity is sufficient to enable VVF to achieve the market share and leadership in the US that it currently enjoys in the Southeast Asian market for the same products. VVF also recently acquired the assets of Teo Corp., Ontario, an AntiPerspirant/Deodorant stick manufacturer.

The new operations will be headed up by Kurussh Amrolia, CEO and President of VVF Intervest LLC, a wholly owned subsidiary of VVF. Mr. Amrolia has over 20 years experience with the company in its personal care products business.

VVF, a Public Limited company headquartered in Mumbai, India is a vertically integrated cleaning products company with businesses in chemicals and finished products. The company operates seven plants in India, three in the UAE and one in Canada. VVF recently commissioned the world's first fatty alcohol plant using Lurgi™ wax ester technology at a new fully integrated site in Taloja, just outside Mumbai, India. The alcohols from this plant are used as intermediates in the manufacture of leading detergent and personal care products throughout the world. In October 2005, VVF established a US business office in New Jersey to manage sales of imported oleochemicals and also to support the establishment of a US manufacturing presence.

About VVF Ltd:

Founded in 1939, the company has Rustom Joshi as Chairman and Managing Director. VVF is professionally managed and has about 1,500 employees worldwide. Operations are ISO 9001:2000 certified by TUV Germany and all oleochemical products are Kosher certified. The company manufactures consumer packaged soaps under its own DOY®, DOYCARE®, Shiff® and JO® brands and makes alcohols under the Vegarol® tradename. VVF makes brand name and private label products under contract for major multinationals across the globe. For more information on the company visit www.vvfltd.com