



VVF introduces DOY in a Brand New Avatar
*Re-launches its soap exclusively for kids in
fun new shapes, colours and a brand new formula*
“Bath Time Masti” for Kids

Highlights:

- ✓ Only brand with interactive, fun shaped soaps for kids in India
- ✓ Exclusively for kids from age 3 to 10 years
- ✓ Four different new shapes and colours
- ✓ New formula with shea butter and milk cream
- ✓ Special formulation which is gentle on skin

Mumbai – August 11, 2014: VVF Ltd, a leading manufacturer of personal care products, introduces **DOY**, its popular range of soaps exclusively for kids, in a brand new avatar. The new range of soaps comes in more fun shapes, colours and in an all new formula with completely new ingredients. The soap range aims to enhance every child’s bathing experience with a fun and enjoyable bathing buddy and for the parent, a product that is cleansing and gentle on their child’s skin.

The new DOY has been specially adapted for the delicate and sensitive skin of young children. It is enriched with the goodness of shea butter and natural milk cream which are excellent natural moisturizers. Its gentle moisturizing properties will replenish natural body oils and leave the child’s skin feeling soft, supple and nourished.

DOY is unique as it is the only shaped soap for children in India. The soaps are available in fun shapes namely ‘DOY Teddy’ and ‘DOY Lion’ and two brand new shapes namely ‘DOY Bathman’ and ‘DOY Princess’. Along with its fun shapes, the fresh fragrance and bright colours of DOY will excite kids and make bath-time into a fun-filled adventure.

Commenting on the launch **Ashish Potdar, Sr. VP - Consumer Products, VVF** said, “Our DOY soaps are specially formulated and developed by our experts for kids between the ages of 3 to 10 years. The new range containing shea butter and natural milk cream forms a protective shield over the child’s delicate skin and keeps it nourished, soft and healthy. Moreover, its unique shapes, fresh fragrance and bright colours are sure to appeal to children. Thus while protecting the skin, the DOY range offers additional benefits too. It not only makes bathing a more fun and enjoyable experience for kids but also an easier and enjoyable task to manage for parents. The new range of DOY soaps is available in retail outlets across India and is priced at INR 35/- per piece.”

Taking forward its premise of ‘fun for children’, DOY has launched a unique Corporate Social Responsibility program, ‘**From one Mother to Another**’. This program aims to provide mothers from more privileged families, the opportunity to help and empower working mothers from low income communities to continue to work and support their families with the comfort of knowing that their children are being well taken care of during the day. Mothers from more privileged households can support this cause through the purchase of any DOY Kids soap, from which some amount will be allocated to ‘From one Mother to another’ program.

DOY has tied up with Mumbai Mobile Creches (MMC), an NGO that provides children of construction workers and other low income communities, overall education and cognitive, emotional, moral, physical and social development. Allocated funds from the purchase of DOY will be provided to MMC for organizing enjoyable, adventurous outings for the children under their care, bringing in fun and new experiences to the lives of these underprivileged children. VVF plans to expand the 'From one Mother to another' program and include more benefits in the lines of fun and educative activities as well health & nutrition for children from low income communities.

About VVF Ltd:

VVF is a global player in the Chemicals and Personal Care product industries. Head quartered in Mumbai, India, VVF has over 15 operating centres spread across 3 continents, Asia, North America and Europe. The company currently stands as the largest manufacturer of Oleochemicals in India and one of the largest contract manufacturers of bar soaps in the world. Founded in 1939, VVF celebrates its 75th anniversary this year.

The company has three main business verticals - Institutional Products and Services, Consumer Products and Chemicals. VVF manufactures some of the finest 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 Bath Buddies, DOY Care, JO, Bactershield and JO Perfect hair dye.

<http://www.vvfltd.com/index.html>

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