



Press Release

Internationally acclaimed brand 'VEOLA' launches its hair oil range in India

- Promises to offer an extensive range of premium hair oils under one umbrella
- VEOLA to emerge as every woman's 'Best Friend'

Mumbai, 6 January, 2010: Bajaj Herbals Pvt. Ltd, one of the leading manufacturer and exporter of herbal products, marked its foray into the Indian hair care industry with its leading hair oil brand - 'VEOLA' today. Former Miss Asia Pacific and the stunning beauty Dia Mirza, who is also the brand ambassador of Veola - Amla Hair oil, today unveiled the premium range of VEOLA hair oils at a grand function in Mumbai. Veola with its vast experience in manufacturing of herbal hair care products and an emerging player in the global market is ready to take a plunge in the Indian hair care industry with their wide range of hair oils and other hair care products.

Promising to combine the goodness of nature along with scientific research - 'Veola' Hair Oils will be available in five impressive variants -

- **Veola Amla Hair oil** - Enriched with S3 +, awakens your hair roots to give silky, shiny & strong hair
- **Veola Almond Hair Oil** -Rejuvenating formula that gives thick & strong hair while controlling hair fall
- **Veola Olive Hair Oil** -Revitalizes hair roots for young healthy looking hair
- **Veola Colour Lock Hair Oil** - Retains the hair colour for long while its olive extracts nourishes the hair keeping them vibrant
- **Veola enriched Coconut Hair Oil** - strengthens your hair foundation and hence giving healthy scalp and active hair
- **Veola Henna Hair Colour** -gives younger looking hair while its natural herbs provides full nourishment from tip to scalp

Intended to become the '**Best friend**' of every contemporary woman, each variant of 'Veola' is specially formulated to meet their modern-day needs. It is available in innovative and well designed packaging that restores the goodness of natural ingredients. Veola Hair Oils will be seen in the consumer packs of 50 ml to 300 ml at a reasonable price range of **Rs 16 to Rs 85**.

Presently valued at Rs 8683 crores*, the Indian hair care Hair Care sector witnessed a 17% value growth driven by Hair Oil and Shampoos. The hair oil industry plays a dominant role in the hair care segment and is presently valued at Rs 2800 crores*. It has carved a niche for itself in the Indian Hair care Industry and an Indian consumer's large quantity of hair care expenditure includes hair oils. With an increasing population and keens for hair products the market is set to grow even further.

Speaking on the launch Mr. Sanjay Bajaj, M.D. Bajaj Herbals Pvt Ltd said '*Entering Indian Hair Industry with VEOLA hair oils is a significant milestone in the history of Bajaj Herbals. The launch of VEOLA hair oils is an opportunity for us to rewrite the category perspective and introduce a model where consumers have an access to choose different products of their needs from one brand*' elaborating further he said '*The Indian Woman is changing , and so are her aspirations and beauty needs. While she lives a fast paced life,*



she seeks modernity in all the products she uses, 'VEOLA' has a comprehensive product range that will perfectly meet the evolving need of today's woman'

Commenting on her association with 'VEOLA', Dia Mirza, Brand Ambassador said 'I am extremely delighted to be associated with Bajaj Herbals. I am very selective about the brands that I endorse, I need to relate to the brand as well as believe in it. Being in the beauty business, my hair goes through lot of styling and chemical treatments on a routine bases, VEOLA Amla Hair Oil is a product that helps me take care of my hair in a convenient manner even after the tight schedules that I follow'. She further added 'People have always asked me the secret of my soft & shiny hair and my answer is simple - look towards the nature to have strong hair roots. I have tried the product and I have found that it really stimulates my hair making it strong, soft, and shiny'

Hair oil is an integral part of traditional Indian lifestyle, and generations of women have relied on the natural benefits of oil to keep their hair strong and healthy. **Veola** comes with active natural ingredients that provide complete hair nourishment while protecting hair against damage caused due to exposure to extreme weather conditions. Veola hair oils have been developed after extensive market research that indicated the need for special hair oil amongst the consumers.

With the pan India launch VEOLA Hair Oils will be available at leading outlets across the country. VEOLA is all set to enhance its hair care portfolio in the near future.

For further details on the products, please visit the company website at <http://www.bajajgroups.com/>

About Bajaj Herbals Pvt Ltd

Established in 1998, Bajaj Herbals Pvt. Ltd is in International Business recognized as a manufacturer and exporter of an extensive range of products. Presently a USD \$ 15 million company, Bajaj Herbals Pvt. Ltd. is essentially an export oriented business house engaged in the industry as a manufacturer and exporter of an extensive range of Hair care, personal care, and food products Bajaj Herbals mission is to deliver innovative and quality herbal products. The group has a state of the art manufacturing plant in Ahmedabad, Gujarat and offices in Sharjah FZE (United Arab Emirates) to cater to the markets in Europe, the Middle East and Africa.

- Source Neilsen Report 2009

For further information Please contact -