

## Hain Future Natural to expand reach to 32,000 general trade outlets by 2020

- *Hain Future Natural's Better-For-You snacks Terra Chips and Sensible Portions available at leading modern trade and general trade outlets across major metro cities and e-commerce channels*
- *Terra Chips and Sensible Portions will be available in 32,000 general trade outlets by 2020*
- *The Made in India Terra Chips will significantly bring down the price of these premium snacks*

27 November, 2019: Hain Future Natural, the maker of natural, organic and Better-For-You Terra Chips and Sensible Portions Veggie Straws has announced robust expansion plans of its distribution channels across India.

Hain Future Natural Products is a joint venture of US-based Hain Celestial Group Inc and Future Consumer Ltd, one of the fastest growing FMCG companies in India, conceptualised to bring products from health and wellness space from the Hain Celestial portfolio of products to the Indian consumer.

The current portfolio comprising of Terra Chips and Sensible Portions Veggie Straws (available in three flavours – Sea Salt, Zesty Ranch and Cheddar Cheese) is already available in major metros including Delhi, Chennai, Bangalore and Bombay – and aims to expand reach by connecting with 32,000 outlets by end of 2020.

Indian consumers are increasingly looking for healthy options when food shopping and Hain Future Natural's wants to reach out to more customers and address this demand with its Better-For-You product range. Terra is a brand of chips made from nutritious root vegetables such as beet, taro, sweet potato, among others. Sensible Portion's combination of garden grown potatoes, spinach and tomato delivers 30% less fat than the regular potato chips, with no artificial flavours or preservatives provides a Better-For-You snack that both kids and adults love.

"We are excited about the increase in consumer expectation to get superior products in terms of ingredients. With Hain Future Natural, Future Consumer aims to reach all such consumers who are conscious of what they consume. We will continue to increase our presence across modern trade, general trade, and alternate channels in a phased manner over the next few years," said Ms Ashni Biyani, Managing Director, Future Consumer Ltd.

Hain Future Natural has already established a strong presence across modern trade outlets like Big Bazaar, Easy Day, HyperCity, Foodhall, Star Bazaar, Spencer's Retail and Godrej Nature's Basket that registers over 500 million customer footfalls annually. Hain Future Natural has also partnered with leading e-commerce platforms Amazon and Big Basket to reach out to a larger customer base.

"To be in the market in such times where consumers are increasingly looking for products which are better for them is very encouraging for companies like Hain. Hain with its long pedigree of being at the forefront of Organic, Natural and Better-for-you in many markets is committed to provide the best, authentic products and deliver the promise of goodness to consumers," said Rajnish Ohri, Managing Director, Hain Celestial India.

Terra Chips was first introduced in Foodhall and subsequently in Big Bazaar. The Rs 400 chips packs met with unprecedented success with customers. This has encouraged FCL to manufacture it at the India Foodpark in Tumkur. These Made in India chips will be sold at Rs 100 a pack.



Sensible Portion Veggie Straws, manufactured at the Indian facility, have 30% less fat than regular potato chips and 100% natural. They are available in three price variants priced at Rs 20, Rs 35 and Rs 70 for single serve, sharing pack and party pack respectively.

#### **About The Hain Celestial Group, Inc.**

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial has 50+ brands distributed in 70+ countries, in natural and organic food and personal care categories. We are committed to growing sustainably while continuing to implement environmentally sound business practices and manufacturing processes. Hain Celestial has been providing A Healthier Way of Life since 1993.

#### **About Future Consumer Ltd (FCL)**

FCL is a leading data and tech driven FMCG company, building brands for India's Fast Moving Consumer Generation. As an FMCG 2.0 company, FCL is using real-time data to gain deep insights on the Indian consumers, their food habits, and beliefs. There is a new restless generation of consumers out there that seeks the next. Constantly, instantly and fearlessly. It is for this breed of aspirers that FCL has created a whole new world of innovative products from across multiple categories in food, home care and personal care and beauty space and built successful brands like Tasty Treat, Voom, Karmiq, Dreamery, and Mother Earth among several others.

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