

MEDIA RELEASE

Givaudan expands flavour capabilities in India

New Mumbai Innovation Centre demonstrates continued commitment to developing markets

Dübendorf, 1 March 2013 – Givaudan, the world's leading fragrance and flavour company, today formally opened its new Innovation Centre in Mumbai, expanding local capabilities and resources to bring innovative and creative flavour and taste solutions to its customers in India.

For the first time Givaudan's sensory science, flavour science and foodservice expertise will be available from within India. Food and beverage customers across the sub-continent will benefit from faster access to Givaudan's world-leading tools and technical services, including Indian consumer-preferred flavour profiles such as mango, dairy and Indian spices and cooking cues.

Representing an investment of over CHF 3.7 million to meet rising customer demand for Givaudan's industry-leading technical services from across the Indian sub-continent; the new Mumbai Flavour Innovation Centre is also the latest demonstration of Givaudan's on-going commitment to expanding its creative and technical capabilities in India. Givaudan just completed the expansion of its flavours powder blend capacity at its Daman production facility and is planning a new flavours manufacturing site at Pune.

At the official opening of the facility, Mauricio Graber, President Flavour Division, said: "Growth in developing markets is one of our strategic pillars and we aim to increase our total sales in these markets to 50% by 2015 across all categories. We will achieve this growth by investing in high-growth markets like India, through superior local talent, capabilities and consumer understanding, together with world-class infrastructure.

"The expansion of our Mumbai Flavour Innovation Centre enables us to offer sensory science, flavour science and foodservice expertise directly from India for the first time. Together with our in-depth understanding of the local Indian market, we are able to offer closer collaboration with our customers, creating true consumer-preferred taste experiences to differentiate their products in the marketplace."



India is one of over 40 countries in which Givaudan has a presence. In 2012 the company grew its business in developing markets by 13.2% in local currencies; it aims to increase its total sales in these markets to 50% by 2015 across all categories.

In 2013, further investments will be completed in Asia Pacific with the expansion of new spray drying capabilities in Indonesia and the ground-breaking of a new savoury facility in China.

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Notes to editors

Givaudan is market leader in the global fragrance and flavour industry. Its head office is in Switzerland. Its heritage dates back to 1796, making it the first company to establish itself as a creator of tastes and scents. In 2012, the company achieved sales of CHF 4,257 million with a work force of more than 9,000 employees and subsidiaries and branches in more than 40 countries.

Givaudan Flavours is a trusted partner to the world's leading food and beverage companies, combining its global expertise in sensory understanding and analysis and consumer-led innovation in support of unique product applications and new market opportunities. From concept to store shelves and quick serve restaurants, Givaudan works with food and beverage manufacturers to develop flavours and tastes for market leading products across five continents.

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