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Lornamead establishes Indian business for Yardley

The company announces its first Country Director

The Lornamead Group ("Lornamead"), a UK based leading manufacturer and marketer of personal care products, has established its dedicated Indian business, Lornamead Personal Care Private Limited. The Indian operation, currently with offices in Mumbai and Chennai, will provide the platform from which Lornamead will market and distribute its range of global brands to this growing market.

The Indian operations will be headed by Rohit Gothi who has been appointed as the Country Director. Mr Gothi, who has specialist knowledge of the personal care business in India, will be responsible for all commercial aspects of the company's Indian business. Previously, Mr Gothi held senior roles at the leading company in consumer products including hair and skin care brands, Marico Limited, for 14 years, covering sales & marketing, new businesses & other related commercial disciplines. The key roles which he has held in Marico include Sales Head for Indian operations & business head for Kaya life, the recently launched new vertical of Kaya .

Mike Jatania, Chief Executive of Lornamead says: "India is a key market for Lornamead. Having already started tapping into this growing market, we are now very excited about focusing more specific attention and resource in order to fulfil this business potential. Rohit's role will be pivotal to this business as he brings a wealth of highly relevant commercial experience within both our industry and this market. With the dedicated resources we now have in place we can truly listen to, and therefore respond to, the market's needs.

"As part of our commitment to deliver the highest standard of service to our customer, we are delighted to bring the Indian operation of Yardley back into our own business. As owners of this brand since 2005, we understand the quality and heritage of this classic English brand and are very excited about ensuring we can deliver these standards with increased efficiency and effectiveness."

Commenting on his appointment Mr Gothi stated that he is really excited by the brands in the Lornamead's global portfolio & there is a huge scope for brands like Yardley, Finesse and Lypsyl to make it really big in India.

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Lornamead, founded by the Jatania family in 1978, has a portfolio of more than 37 brands distributed to over 50 countries worldwide. It specialises in acquiring brands, known for their long standing customer loyalty and tradition that gives them their reputable status as heritage and quality brands. This includes brands such as Yardley, Harmony Finesse, Woods of Windsor, CD, Lypsyl, Aqua Net, Rapid White, Vosene, Handsan, and Tura which can deliver growth, value and sustainable profitability. The group has its headquarters in the UK and offices in Europe, Dubai and North America.

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Notes to Editors

- Founded by the Jatania family in 1978, the Lornamead Group was conceived originally as a trading house to represent the interests of blue chip brand owners on the African continent.
- From 1985, Lornamead has been developing and launching its own brands in various international markets across Asia, Europe and South Africa. This includes Tura, a highly successful ethnic skincare range created by Lornamead.
- Since 1998, the Group has focused on acquiring and investing in “heritage” consumer brands from large multi-national companies. Lornamead has the management expertise, scale and distribution power to operate them profitably.
- Lornamead’s acquisitions include:

Brand	Category	Vendor	Date
Harmony	Hair care	Unilever	October 1998
Once	Hair care	Henkel	December 1999
Precision	Hair care	Henkel	December 1999
Ingram	Shaving cream	Bristol-Myers Squibb	April 2000
Amplex	Oral care	Sara Lee	May 2000
Goldspot	Oral care	Sara Lee	May 2000
Lypsyl	Lip care	Unilever	December 2000
Dubro	Hand dishwash	Unilever	December 2000
Stergene	Fabrics handwash	Unilever	December 2001
Natural White	Oral care	Natural White Inc.	December 2002
Christy	Skin care	Network Health & Beauty	June 2003
Te Tao	Hair and body care	Network Health & Beauty	June 2003
Sally Hansen	Nail care	Licensed brand	June 2003
CD	Bath and body care	Unilever	December 2003
Brisk	Hair Care	Lever Faberge	July 2004
P&G Brands (licensing)	Personal Care	P&G	July 2004
Fixonia	Haircare	P&G	July 2005
Handsan, Crisan	Hair/Skin Care	P&G	July 2005
Bristow, Vosene	Hair Care	P&G	July 2005
Yardley	Luxury toiletries	P&G	October 2005
Finesse	Hair care	Unilever	May 2006
Aqua Net			
Woods of Windsor	Bath luxuries and fragrance	Disperse Group plc	March 2007

Comment [R1]: