



Hain Future Naturals launches Sensible Portions Veggie Straws, for the first time in India

Sensible Portions Veggie Straws will be available in three flavours

22nd May, 2019: Snacking in India is a favourite pastime for Indians. Be it movies or watching your favorite series online, snacking somehow finds its way into our day. Hain Future, the joint venture of Future Consumer Ltd. and Hain Celestial, US, has launched a healthier version of snacking, making it a guilt free occasion. The FMCG company launched Sensible Portions Veggie Straws which will be available in three flavours – Sea Salt, Zesty Ranch and Cheddar Cheese.

Sensible Portions Veggie Sticks are made with real vegetables and includes the best of both worlds – wholesomeness and tastefulness. These veggie sticks, manufactured at the Indian facility, have 30% less fat than regular potato chips and 100% natural. They will come in three sizes - single serve, sharing pack and party pack. The veggie sticks will be priced at Rs.20, Rs.35 and Rs.70 for single serve, sharing pack and party pack respectively.

Ashni Biyani, Managing Director at Future Consumer Ltd. said “Sensible Portions Veggie Straws will now be available in India for the first time. Consumers will now have access to a better-for-you snacking options in India. We have always believed in understanding our customer’s needs and will be launching several other organic and natural products under various Hain Celestial brands including Terra®, Garden of Eatin’®, SensiblePortions®, Dream™ and Earth’s Best®.”

Rajnish Ohri, Managing Director Hain-IMEA said "By getting state-of-the-art snacking-factory established in India, we bring Sensible Portions from our better-for-you snacking portfolio to Indian consumers. We believe you shouldn't compromise on taste when choosing a better-for-you snack, that's why Sensible Portions is made with delicious, wholesome ingredients that pack fun and flavour, not artificial preservatives or fillers. We know that it's important that you feel great about the snacks you give your family, and that's why we continually set higher standards for ourselves and our products.”

Sensible Portions Veggie Sticks will be available at all major General Trade, Modern Trade stores as well as E-commerce like Big Bazaar, Easyday, Heritage, Nilgiris, Godrej Natures Basket, 24Seven, Reliance, Star, Spar, Spencers, Amazon, Bigbasket.

The joint venture company Hain Future will bring Better-For-You organic and natural products to the Indian market. This includes Terra®, Garden of Eatin’®, Sensible Portions®

our snacking brands; Dream™ our non-dairy beverage and Earth's Best® our organic baby food brand.

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. For more information, visit www.hain.com.

About Future Consumer Ltd

Future Consumer Limited (FCL), a part of the Future Group, operates in the Food and FMCG space with 30 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

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