



Press Release
For Immediate Publication:

Future Group brings Sunkist® Brand to India

Mumbai, 09th December, 2013: Future Consumer Enterprise Limited (FCEL) today announced that it will be launching one of the world's leading food and beverage brands, Sunkist®, in India. FCEL has entered into a long term agreement with California-based Sunkist Growers, Inc., a leading international licensor and the most widely recognized name in the citrus category, to manufacture, market and sell fruit juice, fruit juice drinks, sparkling beverages and a range of other food products under the world-famous Sunkist brand in India.

Sunkist is a brand that consumers trust to deliver consistently delicious, premium quality, fresh citrus products and FCEL will bring the same commitment to quality to India with these product offerings. The agreement is part of Sunkist's Licensed Products Program, which ensures that products are made in accordance with Sunkist's high-quality standards. FCEL's India Food Park in Tumkur, Karnatka will play a critical role in this partnership, managing the sourcing, manufacturing, packaging and distribution of the food and beverage products. The Sunkist line of products will be launched in all Big Bazaar, Food Bazaar, Foodhall, KB's Fairprice, Aadhaar Wholesale, Big Bazaar Direct stores and will also be sold through all modern and general trade stores across India.

"Sunkist, one of the most recognized and respected fruit brands, is an addition to the list of winning FMCG products in our portfolio. The introduction of Sunkist products in India will also mark the company's entry into the general trade, making FCEL one of the fastest growing Indian consumer goods company." said **Mr. Kishore Biyani, Group CEO, Future Group.**

Sunkist is a leading food and beverage licensor, licensing the Sunkist trademark to more than 60 food and beverage companies worldwide. The Sunkist brand is present on more than 800 products in 86 countries around the globe. With this agreement, FCEL has joined the league of other major FMCG companies like General Mills Inc., Titan Foods, Inc., Maverick Brands, Nestle Professional Beverages and Schweppes Australia Pty Ltd. that have been manufacturing and marketing Sunkist products across the world.



“We at Sunkist are very pleased to enter this agreement with the Future Group, as it will increase our distribution and recognition in India, a very important region in the global marketplace. With its vast retail presence in India, FCEL brings a deep understanding of Indian consumers to this partnership that believe will help Sunkist secure a place among the top FMCG brands in India.” said **Mark Madden, VP Licensing, Sunkist Growers, LLC.**

About Sunkist

Sunkist Growers is a citrus marketing cooperative, founded in 1893, which is owned by and operated for thousands of family farmers growing citrus in California and Arizona. With over 60 years of licensing the Sunkist brand, Sunkist has built a brand that is one of the best known and most respected in the world.

About Future Consumer Enterprise Limited

Future Consumer Enterprise Ltd (FCEL) is among the fastest growing Indian FMCG companies in India and adopts an integrated approach with presence across the entire food value chain. The company has developed specialized expertise in agri-sourcing, manufacturing, brand development and rural and urban distribution and boasts a number of popular food and FMCG brands. The company is currently clocking an annualized business of around Rs 2000 crore and aims to touch Rs 10,000 crore turnover within the next couple of years.

