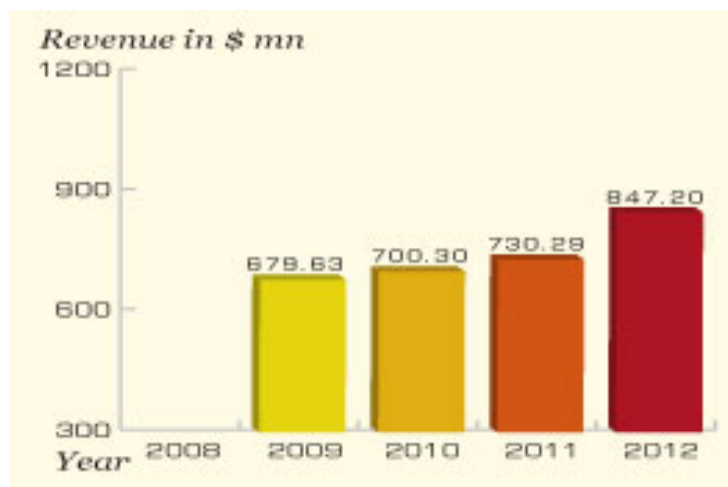


## India's 127-year-old ayurvedic leader clocks \$847 mn


04 June 2013 | Analysis | By BioSpectrum Bureau



**Rank 20**

**DABUR INDIA**

INDIA



**\$847.20 mn**

Chairman:  
Mr Sunil Duggal

Website:  
[www.dabur.com](http://www.dabur.com)

Start-up Year: 1999

Growing on its legacy of 127 years, Dabur India clocked \$847 million in 2012. The company is recognized for manufacturing traditional ayurvedic products that passes rigorous trials and authentication. It has set up Dabur R&D Center (DRDC) as an independent research organization that spearheads the R&D activity of the company.

DRDC is well equipped with the most modern research facilities and has on its rolls more than 125 highly qualified scientists from diverse fields such as ayurvedic doctors, chemists and phytochemists, botanists, agronomists, clinical pharmacologists, microbiologists, food technologists, bio-technologists, oil technologists, oncologists, and so on.

The company is developing products for consumer applications as well as for highly specialized areas of genomics, proteomics and bio-informatics and has also marked its presence in critical aspects of healthcare like cancer therapy. Having a very well established brand name in India, Dabur has set up a strong presence in the overseas markets of over 60 countries. Dabur has specifically established itself in Middle East, Africa, SAARC countries and the US. Dabur's overseas revenues accounts for over 30 percent of its total turnover.

Growing health awareness among Indian consumers and the affordability for healthcare products played a big role in accelerating the company's sale in 2012. Dabur's healthcare vertical comprises health supplements, digestives, over the counter and ayurvedic ethical products. Over-the-counter (OTC) portfolio of Dabur includes products for women's healthcare, baby care, cough and cold, rejuvenation, oils and proprietary products. Dabur offers a wide range of ethical healthcare products based on traditional Indian medicine or ayurveda, derived from natural ingredients.

Dabur has set up overseas manufacturing plants across countries such as Nepal, Bangladesh, UAE, Nigeria, Egypt and Turkey. The company recently commissioned a new facility in Egypt that has been added to enhance the capacities for manufacturing hair care and skin care products for Egyptian market. In 2012, the company ventured into Sri Lanka by setting up an overseas subsidiary, called Dabur Lanka. The company also plans to set up a new export oriented manufacturing facility in Sri Lanka for producing a range of fruit-based beverages.