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ASIA EDITION

Dabur: A year of robust sales

July 8, 2015 | Analysis | By BioSpectrum Bureau

Dabur: A year of robust sales



Singapore:Ã?Â

Dabur, India
Chairman: Dr Anand C Burman
Revenue: $1202.3 mn
Business: Ayurvedic products

Ã?Â Recording a growth of 10.2 percent in net sales, Dabur is India's fourth largest fast moving consumer goods company. Increasing consumer demand in India helped Dabur record strong volume-led growth in its key categories like foods, health supplements, digestives, toothpastes, skin care and home care during the fourth quarter of 2014-15 financial year.Ã?Â

The company said that it will continue to invest on market expansion programs, while stepping up on innovation with a series of new product launches in the coming quarter.
The company said that their businesses have performed well on all operating parameters. The strong performance, it said reflects the robustness of its business model and its ability to efficiently manage the emerging challenges. Going forward, the company said it would be pursuing an aggressive and profitable growth strategy.
Dabur group is a leader in herbal digestives, enjoying nearly 90 percent of the market share. Dabur's international business continues to be a key growth driver, contributing to nearly 30 percent of the total company's sales.

The company has created has created a sub-brand Dabur Baby to step up its presence in the baby care segment. The company revealed in its investor presentation that Dabur India's brand 'Real' fruit juice crossed sales of `1000 crore in FY-2015 in India, Nepal and a few other markets.