

Ajinomoto Co., Inc. to Newly Enter the Powdered Drinks Market in India with the First Rollout of Its *Blendy* Brand outside Japan

Start of Sales in Mid-August 2017

TOKYO, August 10, 2017 – AJINOMOTO INDIA PRIVATE LIMITED, an affiliate of Ajinomoto Co., Inc. (“Ajinomoto Co.”) will newly enter the powdered drinks market in India with the start of sales of *Blendy 3 in 1* powdered drinks (coffee and masala chai) in the state of Tamil Nadu in southern India in mid-August. This will be the first rollout of the brand outside Japan since Ajinomoto Co. acquired the trademark rights for *Blendy*² on November 1, 2016.

1. 3 in 1 powdered drinks that contain powdered coffee or tea, powdered milk and sugar, and are prepared by adding hot water
2. Ajinomoto Co. acquired all trademarks for *Blendy* and other products that had been licensed to Ajinomoto General Foods, Inc. (name at time of acquisition) from a group company of Jacobs Douwe Egberts B.V. (October 31, 2016 press release)



Blendy 3 in 1
coffee (left) and masala chai (right)

The population of Tamil Nadu is 78 million and rising. In addition, gross domestic product (GDP) in the state is at a high level, growing by 12% in 2016 compared with the previous year (source: Trading Economics 2016). Although coffee and tea are drunk on a daily basis in the state, the usual practice in households is to use instant coffee or to brew tea from tea leaves, adding hot milk and sugar in both cases. Consequently, there is consumer demand for a simpler and easier way to enjoy delicious coffee or tea, but the market for 3 in 1-type powdered drinks is not yet significant.



Tea shops in Tamil Nadu

Against the backdrop of this market environment, AJINOMOTO INDIA PRIVATE LIMITED will launch *Blendy 3 in 1* powdered drinks in Tamil Nadu. The company aims to establish a powdered drinks market and gain the top share through sales in small neighborhood retail outlets called kirana shops and in supermarkets. It is also considering a future rollout into other states in the country.

Ajinomoto Co. has positioned the powdered drinks business as a future growth driver of its International Food Products business, and this rollout will expand the business to its eighth country, following Thailand, Vietnam and others. Ajinomoto Co. will accelerate the growth of its powdered drinks business with the rollout outside Japan of the *Blendy* brand, which is popular in the Japanese coffee market, together with the technological and marketing capabilities that are the strengths of the Ajinomoto Group.

Ensuring food products business growth with a stronger regional portfolio is a key strategy of Ajinomoto Co.’s FY2017-2019 Medium-Term Management Plan. In India and other emerging countries, Ajinomoto Co. aims to expand its business by proactively launching new products in addition to its existing products, and will contribute to the health and well-being of local consumers through the development of product categories adapted to local eating habits and food culture.

Product Overview

- (1) Brand name: *Blendy*
- (2) Product names: *3 in 1 Coffee, 3 in 1 Masala Chai*
- (3) Feature: Highly aromatic coffee and tea can be prepared easily by just adding hot water and stirring.
- (4) Volume: 15-16g packet
- (5) Price: INR 10*/packet
- (5) Start of sales: Mid-August 2017

Reference

Overview of AJINOMOTO INDIA PRIVATE LIMITED

- (1) Location: Kanchipuram, Tamil Nadu, Republic of India
- (2) Established: October 2003
- (3) Representative: Atsushi Mishuku, President
- (4) Number of employees: 122 (as of July 2017)
- (5) Business: Manufacture and sales of umami seasoning *AJI-NO-MOTO*[®] and menu-specific seasoning *Hapima*[®] in India
- (6) Capital: Approximately INR 1.4 billion*
- (7) Equity ownership: Ajinomoto Co., (Thailand) Ltd. 90%, Ajinomoto Co., Inc. 10%

* INR 1 = JPY 1.73 (exchange rate as of July 31, 2017)

About Ajinomoto Co.

Ajinomoto Co. is a global manufacturer of high-quality seasonings, processed foods, beverages, amino acids, pharmaceuticals and specialty chemicals. For many decades Ajinomoto Co. has contributed to food culture and human health through wide-ranging application of amino acid technologies. Today, the company is becoming increasingly involved with solutions for improved food resources, human health and global sustainability. Founded in 1909 and now operating in 30 countries and regions, Ajinomoto Co. had net sales of JPY 1,091.1 billion (USD 10.07 billion) in fiscal 2016. For more about Ajinomoto Co. (TYO: 2802), visit www.ajinomoto.com.

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