

Modi-Beaphar Joint Venture to Enter Pet Care Market in India

Umesh Modi Group, marketer of leading brands in India like Betadine, Mederma, Revlon and Groviva has formed a 50:50 Joint Venture Company with 'Beaphar' from the Netherlands, a leading international player in the Pet Care market. The Joint venture Company '**Modi-Beaphar**' with Head Quarters in New Delhi, will manufacture, distribute, and market companion pet healthcare products and veterinary medicines in India, Nepal and Bhutan.

Mr. Umesh K. Modi, the Group Chairman, President & CEO of the Umesh Modi Group: "We plan to set up a manufacturing facility in India to make Beaphar's exhaustive range of pet care, health and nutrition products. We want customers to have access to quality, affordable and trustworthy products so that they can provide the best care to their pets."

Ms Himani Modi Agarwal, Director of the Umesh Modi Group said "Our group has already got a good presence in the pharmaceutical and nutrition space, and now with Modi Beaphar, we are entering the growing space of Pet Healthcare. My husband and I are pet parents to 7 dogs at our home and we feel that Beaphar's range will be a welcome addition to pet parents in this region"

Daan Aa, CEO of Beaphar: "we are very happy with our new strategic partnership with the Umesh Modi Group, strengthening our position and creating new opportunities in the fast growing Asian market, with main focus on India. We immediately felt a great connection with the Modi team, as they truly understand the meaning behind our slogan 'Because pets are family too'."

Please log in to www.modibeaphar.com for more information on Modi-Beaphar products.



Signing of the JV Agreement In Raalte, NL, September 2023

About Beaphar

Beaphar (the Netherlands) is one of the leading international players in Pet Healthcare and Nutrition. Beaphar has been passionate about pets for more than 80 years. Beaphar provides affordable, accessible health, care and nutrition products of high quality to pets and their families in more than

86 countries. Beaphar is constantly innovating, bringing out new pet care products to improve the lives of pets worldwide. For more information on Beaphar, please log in to www.international.beaphar.com

About Umesh Modi Group

Umesh Modi Group is one of the leading industrial conglomerates in India. The Group has made its mark in diverse business ventures, the principal being: Pharmaceuticals, Health & Nutrition, Sugar, Liquor, Color Cosmetics & Personal Care, Sponge Iron & Steel, Welding Consumables and Power Generation. The Group has established many international brands in India such as Betadine, Nitrocotin, HepaMerz, Revlon, Mederma, Senator and Rockford Reserve.

With 30 branch offices, 18 production units and over 10,700 skilled professionals, Umesh Modi Group has strong presence in India, Bangladesh & Sri Lanka. The Group has international presence with offices in Europe, Asia & Middle East, Africa and CIS. For more details, please log in to www.umeshmodigroup.com