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Louis Dreyfus Company India unveils its refreshed *Vibhor* edible oil brand

GURUGRAM, INDIA, 22 Aug 2019 – With a focus on growing its presence in the Indian edible oil market, LDC has unveiled a refreshed positioning for its *Vibhor* edible oil brand. *Vibhor*'s new tagline, “*Sehat Ki Ore*” (One Step to Health) reflects the brand's commitment to contribute to the good health and vitality of Indian consumers.

Addressing some 200 retailers and distributors at the brand launch last evening at The Leela Ambience Gurugram, Vipin Gupta, LDC India CEO said, “Understanding that Indian consumers are becoming more discerning about their food choices in pursuit of healthier and more energetic lifestyles, we are delighted to unveil our rejuvenated range of *Vibhor* edible oil products that are lite and healthy”.

“Maintaining the same high nutritional value, pure taste and affordability, but with a refreshed look and clearer brand positioning, *Vibhor* aims to become an integral part of every household in India, a trusted staple in every meal that brings families together in celebration of good health and a brighter future,” he added.

Vibhor edible oils are fortified with Vitamin A and D, which are associated with a number of health benefits, including strengthening bones and immunity against disease. Featuring an updated contemporary packaging in white, green and yellow, *Vibhor* soybean oil, palmolein oil, mustard oil, cottonseed oil, and Vanaspati ghee are now available at kirana stores and supermarkets in various sizes, ranging from 500-ml, 1-liter and 2-liter pouch or bottle to 5-liter jar and 15-liter jar or tin.

Distribution of *Vibhor* products will initially be centered in the northern part of India, where LDC operates a state-of-the-art oilseeds processing facility in Kandla, Gujarat state. Key distribution markets include Delhi, Punjab, Haryana, Rajasthan and West Uttar Pradesh.

In the coming months, Indian consumers will discover the refreshed *Vibhor* brand through a series of campaign activities, such as outdoor advertising, media ads, promotions at malls and local events. Retailers and distributors also have the opportunity to promote the brand through attractive trade schemes.

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About Louis Dreyfus Company

Louis Dreyfus Company is a leading merchant and processor of agricultural goods. We leverage our global reach and extensive asset network to serve our customers and consumers around the world, delivering the right products to the right location, at the right time – safely, responsibly and reliably. Our activities span the entire value chain from farm to fork, across a broad range of business lines (platforms). Since 1851 our portfolio has grown to include Grains & Oilseeds, Coffee, Cotton, Juice, Rice,



Sugar, Freight and Global Markets. We help feed and clothe some 500 million people every year by originating, processing and transporting approximately 80 million tons of products. Structured as a matrix organization of six geographical regions and eight platforms, Louis Dreyfus Company is active in over 100 countries and employs approximately 18 000 people globally. For more information, visit www ldc.com and follow us on [Twitter](#) and [LinkedIn](#).

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