

## **MEDIA RELEASE**

**DKSH Performance Materials opens innovation center in Mumbai**

**DKSH Holding Ltd.**

**Date: October 24, 2011**

**DKSH, the leading Market Expansion Services provider with a focus on Asia, further strengthens its personal care business in Asia. The inauguration of a new state-of-the-art innovation center in Mumbai as well as the appointment of a new Head of Business Line Personal Care for India underline the company's expansion plans in the country.**

Zurich, Switzerland, October 24, 2011 – DKSH's Business Unit Performance Materials, a leading distributor of specialty chemicals, is further investing in its personal care business in Asia. DKSH has commissioned a state-of-the-art innovation center to deepen the company's application expertise, develop cutting-edge business ideas, and formulate concepts that create even better opportunities for its clients and customers. The center was inaugurated by Mario Preissler, Global Head Business Unit Performance Materials and Member of Group Management, on October 5, 2011.

DKSH Performance Materials is highly committed to offer best-in-class and value-added services to its business partners, leveraging on the expertise and developments from 19 innovation centers in Europe, Asia, and North America. The new center in Mumbai is the first facility which the Swiss-based company has opened in India.

In order to strengthen its local personal care operation, DKSH Performance Materials has furthermore appointed Rushina Shah Dudhwala as new Head of this business in India. She will focus on overall growth activities by acquiring new suppliers, strengthening relationships with key clients, and expanding the customer base. Rushina Shah Dudhwala brings more than ten years of experience in the personal care and cosmetic industries. Prior to joining DKSH, she worked for Symrise and was in charge of sales for cosmetic ingredients for India and Sri Lanka.

"DKSH's chemical distribution business in India has progressed tremendously over the past year, both in terms of delivering strong sales results and gaining new clients. The positive financial performance and the increase in business partner satisfaction are results of the diligent implementation of our strategy for growth. This investment in India is in-line with our strategy and we are looking forward to helping our business partners in the personal care industry grow further", says Mario Preissler.

### **About DKSH**

DKSH is the leading Market Expansion Services Group with a focus on

Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets.

With 610 business locations in 35 countries – 590 of them in Asia – and over 23,000 specialized staff, it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated a Transaction Value of nearly CHF 10 billion.

DKSH's **Business Unit Performance Materials** is a leading specialty chemicals distributor and global provider of Market Expansion Services for performance materials. The Business Unit sources, develops, markets, and distributes a wide range of specialty chemicals and food ingredients to business partners in the specialty chemicals, food and beverage, pharmaceutical, and personal care industries.

With 69 business locations in 24 countries and over 1,000 specialized staff, Business Unit Performance Materials generated a Transaction Value of around CHF 749 million in 2010.

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