



Dabur India Ltd. is one of India's leading FMCG Companies with **Revenues of over Rs 7,680 Crore & Market Capitalisation of over Rs 48,800 Crore**. Building on a legacy of quality and experience of over 133 years, **Dabur is today India's most trusted name and the world's largest Ayurvedic and Natural Health Care Company.**

Dabur India is also a world leader in Ayurveda with a portfolio of over 250 Herbal/Ayurvedic products. Dabur's FMCG portfolio today includes **five flagship brands** with distinct brand identities -- **Dabur** as the master brand for natural healthcare products, **Vatika** for premium personal care, **Hajmola** for digestives, **Réal** for fruit juices and beverages and **Fem** for fairness bleaches and skin care products.

Dabur today operates in key consumer product categories like **Hair Care, Oral Care, Health Care, Skin Care, Home Care and Foods**. The ayurvedic company has a wide distribution network, covering 6 million retail outlets with a high penetration in both urban and rural markets.

Dabur's products also have huge presence in the overseas markets and are today **available in over 120 countries across the globe**. Its brands are highly popular in the Middle East, SAARC countries, Africa, US, Europe and Russia. **Dabur's overseas revenue today accounts for over 30% of the total turnover.**

The 132-year-old ayurvedic company, promoted by the Burman family, started operating in 1884 as an Ayurvedic medicines company. From its humble beginnings in the bylanes of Calcutta, Dabur India Ltd has come a long way today to become one of the biggest Indian-owned consumer goods companies with the largest herbal and natural product portfolio in the world. Overall, **Dabur has successfully transformed itself from being a family-run business to become a professionally managed enterprise**. What sets Dabur apart from the crowd is its ability to change ahead of others and to always set new standards in corporate governance & innovation.

Dabur also recommends various Ayurvedic Home Remedies formulated using ayurvedic plants & herbs which are natural & chemical free.