



MEDIA RELEASE

Reliance Consumer Products Limited announces partnership with leading Sri Lankan beverage brand Elephant House

Mumbai, February 28, 2024: Reliance Consumer Products Limited (RCPL), the FMCG arm and wholly-owned subsidiary of Reliance Retail Ventures Limited (RRVL), today announced that it has partnered with Sri Lanka-headquartered Elephant House to manufacture, market, distribute and sell beverages under the Elephant House brand across India.

This association will not only help RCPL bolster its growing beverage portfolio that boasts iconic brands such as Campa, Sosyo and Raskik but will also bring exceptional new products and value propositions to Indian consumers.

Elephant House is owned by Ceylon Cold Stores PLC, a subsidiary of John Keells Holdings PLC, Sri Lanka's largest listed conglomerate. Under the Elephant House brand, it manufactures and sells a wide range of beverages including Necto, Cream Soda, EGB (Ginger Beer), Orange Barley and Lemonade to name a few.

Speaking on the partnership, **Ketan Mody, COO, Reliance Consumer Products Limited**, said, "Elephant House, which enjoys strong market credibility, is an iconic brand with deep-rooted heritage. This partnership will not only add its much-loved beverages to our growing FMCG portfolio but will also offer our Indian consumers great choice and value proposition through quality products. Being the custodian of several renowned global brands in India, Reliance is well-equipped to further expand Elephant House's established consumer brand, which has been built over 150 years."

Krishan Balendra, Chairperson of the John Keells Group, said, "We are proud to announce the expansion of the Elephant House brand to the Indian market. Our partnership with Reliance Consumer Products Limited marks a significant milestone in the journey of our heritage brand and represents our commitment to delivering our high-quality beverages to new consumer segments. We look forward to the opportunity this partnership brings, to provide refreshing and innovative beverage options to meet the diverse preferences of Indian consumers."

The agreement between RCPL and Elephant House underscores a shared commitment to excellence and innovation, empowering both organizations to capitalize on synergies and amplify their market presence.

RCPL's vision is to offer Indian consumers a wide portfolio of globally recognized brands and products that stand out for their exceptional quality and value. In addition, RCPL is rapidly scaling up its multi-channel operations to reach more consumers across diverse markets.



The company, currently, boasts a versatile FMCG portfolio comprising iconic beverage brands including Campa and Sosyo Hajoori, an extensive confectionery range from Lotus Chocolates, Toffeeman and snacks such as Alan's Bugles and Masti Oye apart from Sri Lanka's leading biscuit brand Maliban, and staples & daily convenience products under the Independence brand. In home and personal care, it has products such as dishwashing liquids, laundry detergent, soaps and toilet cleaners.

About Ceylon Cold Stores PLC:

Ceylon Cold Stores PLC, manufacturer and distributor of the Elephant House brand, is a subsidiary of John Keells Holdings PLC (JKH), the largest conglomerate listed on the Colombo Stock Exchange, operating with over 70 companies in 7 diverse industry sectors. With a history of over 150 years, John Keells Group provides employment to over 14,000 persons and has been ranked as Sri Lanka's 'Most Respected Entity' for the last 18 Years by LMD magazine. John Keells Holdings PLC was ranked first for the third consecutive year in the 'Transparency in Corporate Reporting Assessment' by Transparency International Sri Lanka. Whilst being a full member of the World Economic Forum and a participant of the UN Global Compact, JKH drives its CSR vision of "Empowering the Nation for Tomorrow" through the John Keells Foundation.

About Reliance Retail Ventures Limited (RRVL):

RRVL, through its subsidiaries and affiliates, operates an integrated omni-channel network of 18,700+ stores and digital commerce platforms across Grocery, Consumer Electronics, Fashion & Lifestyle and Pharma consumption baskets and has partnered with over 3 million merchants through its New Commerce initiative. Its FMCG subsidiary, Reliance Consumer Products Limited, aims to provide a wide range of products under a versatile brand portfolio that serve the daily needs of millions of Indians.

RRVL reported a consolidated turnover of ₹ 260,364 crore (\$ 31.7 billion) and net profit of ₹ 9,181 crore (\$ 1.1 billion) for the year ended March 31, 2023.

For media queries, please contact:

John Sarkar

John.sarkar@ril.com