

OmniActive commissions new plant in Pune *To export patent protected products*

Pune, February 22, 2007 – OmniActive Health Technologies, a part of the Rs.600crore JV Mariwala group commissioned a new natural API (Active Pharmaceutical Intermediate) plant at the International Bio-Tech Park, Hinjewadi in Pune today. Responding to the rapid growth of business out of its facilities in Cochin and Thane, the new plant will be OmniActives' largest Lutein plant and also India's first fully patent-based plant making the full spectrum of Lutein products in their Carotenoids plant and Natural APIs.

OmniActives will manufacture and export **the patent protected Lutemax® range - the world's first, and only complete source of both Free Lutein and Lutein Esters**. This was announced by Mr. Sanjaya Mariwala, Managing Director and Mr. Abhijit Bhattacharya, Chief Operating Officer, OmniActive Health Technologies India Pvt. Ltd., at a Press Meet here today.

Lutein belongs to a large class of plant colours called Carotenoids found abundantly in fruits, leafy vegetables and green plants –and many of these have been associated with vital nutritional benefits in our diet. As our bodies cannot produce carotenoids, these have to be obtained from a healthy diet based on plant foods, or from supplements containing these carotenoids. The global market for this ingredient alone is estimated at over USD 120 million (approximately Rs.550crore). OmniActives is set to capture over 5% global share this year and aims at reaching over 20% global market share within 2-3 years. The Technology Development Board of the Department of Science and Technology recognized OmniActives Lutein project as a novel indigenous technology and provided special funding in 2006.

Addressing media persons at the Press Meet, Mr. Sanjaya Mariwala, Managing Director, OmniActive Health Technologies Pvt. Ltd., said: "OmniActives is committed to bringing out better products through novel technology. We are actively working in the global arena for creation of new applications and identification of new usage segments to expand the market category." As part of our growth plans we are looking at the expansion of Lutein/Zeaxanthin/Carotenoids capacity in Pune, expansion of controlled cultivation program for marigold flowers in Karnataka and Tamil Nadu and expansion of Beadlet Manufacturing Capabilities in Pune - Mumbai region," **he added.**

OmniActives will also be expanding its market presence worldwide to Russia, Eastern Europe, South America, Australia, New Zealand, Singapore, Malaysia, Philippines and the Middle East in addition to its presence in USA, Canada, UK, Germany, France, Italy, Spain, Benelux and rest of EU, Switzerland, Japan, Korea, Taiwan, Brazil and India.

At the initial stages, OmniActives has been funded by the Mariwala group along with venture funding by SICOM Ventures Pune who invest in early stage ventures backed by strong intellectual property and high growth potential. As a part of its global expansion strategy, OmniActive would be making further investments in operations in India and US, funded by internal resources, venture capital, private equity. Mr. Mariwala indicated that while going public to raise equity is on the cards, OmniActives had not yet set any specific date for an IPO.

Mr. Abhijit Bhattacharya Chief Operating Officer, OmniActive Health Technologies said, "With a highly dependable and total backward integration in place for the first time international pharmaceutical companies will have a complete choice from a single manufacturing source with complete control on every element of the supply chain from Marigold seeds to our contract farms through to every finished batch of Lutemax® vegetarian beadlets and oil suspensions."

OmniActives has indigenously developed the next-generation **patent-pending beadletting technology** using a completely **vegetarian delivery system (as a new generation alternative to older technologies which used animal source gelatin for stabilization)**. **OmniActives is the first, and the only company in the world to manufacture both nutritionally relevant forms of Lutein-Free Lutein and LuteinEsters- completely backed by internationally patented and novel technology.** This technology is backed by a fully integrated supply chain from field to finished product ensures absence of potentially harmful synthetic additives and preservatives (such as BHA, BHT, TBHQ and Ethoxyquin), and taking great care to make their product completely free from GMO (genetically modified organism) free, Trans Fat Free and Gelatin free.