



April 30th, 2013

To) Nosei Press Club
Tosho Press Club
Meisho Press Club

Kagome embarks on processed tomato business in India with Mitsui and Ruchi Soya

Kagome Co., Ltd. (President: Hidenori Nishi), together with Mitsui & Co., Ltd. (President and CEO: Masami Iijima) and Ruchi Soya Industries Limited (“Ruchi Soya”) have agreed to establish a joint venture company (“JVCO”) for manufacturing and sale of processed tomato products. Ruchi Soya is one of India’s leading FMCG (fast moving consumer goods), agribusiness and food processing companies. Kagome and Mitsui will establish a special purpose company (SPC) that will acquire 60% ownership in the JVCO.

Ruchi Soya is a part of Ruchi Group which is one of the biggest business conglomerates in India. Ruchi Soya is India’s largest manufacturer and marketer of Edible oils and Soya foods through its strong distribution and sales network in the country. The “JVCO” will make the most of Kagome’s know-how for manufacturing processed tomato and Mitsui’s global network together with Ruchi’s distribution network.

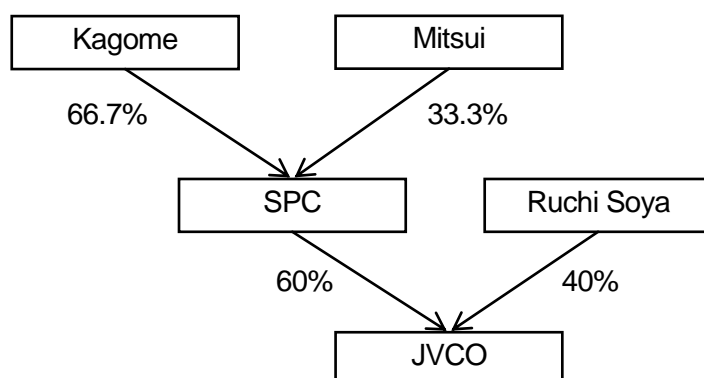
India is the second largest tomato producing country in the world after China. In today’s India, almost all tomato is consumed by means of raw tomato. Although less than 1% of domestic tomato crops are transformed into processed tomato goods, the market for processed tomato is expected to expand significantly in the near future with the change in health consciousness and eating habit. Demands for high-quality processed tomato are also growing in the foodservice industries in India.

Kagome is the pioneer of tomato processing in Japan. We have been engaging in the research & development of tomato and improving the processing technologies for many years. We sell processed tomato products to foodservice industries not only in Japan but also overseas including the global foodservice chains. Kagome is expanding its market as a supplier of high-quality processed tomato. In India, we will build a market for processed tomato products with our expertise.

Through this “JVCO”, we start production of processed tomato goods including tomato sauce and sales to major foodservice chain and others from July 2014 by investing 600 million yen to construct a new factory. Making the most of Ruchi Soya’s sales network all over the country, we have a plan to launch consumer products business after 2015. Sales target is 6 billion yen in 2018.

Among the rapidly-expanding Asian market, focusing on East Asia, Southeast Asia and India, Kagome is aiming to contribute to the wellbeing and longevity of people, by creating new, regionally based values of Tomato.

Equity structure of the JVCO



Profile of the JVCO

Name	Ruchi Kagome Foods Pvt Ltd (provisional)
Location	Mumbai, Maharashtra, India
Representative	Hiroshi Mori (provisional)
Date of establishment	May, 2013
Capital	INR 440 million (approx JPY 792 million)
Ownership	SPC (Name : KMB Investment Singapore Pte. Ltd.) 60% Ruchi Soya 40%
Business activities	Manufacturing and sale of processed tomato products

Profile of Ruchi Soya

Name	Ruchi Soya Industries Ltd
Location	Indore, Madhya Pradesh, India
Representative	Dinesh Shakra, Founder and Managing Director
Date of establishment	1972
Capital	INR 687 million (approx JPY 1,236 million, as of March 31, 2012)
Sales	INR 303 billion (approx JPY 545 billion, FY2012)
Number of employees	6,400
Business activities	Manufacturing and sale of edible oils, soya foods, vanaspati, bakery fats, and etc.