

For Immediate Release

Louis Dreyfus Company Relaunches *Vibhor* Edible Oil Brand in India

Gurugram, India, July 10, 2024 – Louis Dreyfus Company (LDC), a leading global merchant and processor of agricultural goods, announced today the relaunch of *Vibhor*, its consumer-facing edible oil brand in India, in line with LDC's broader strategy to extend its reach further downstream in the value chain.

With over 25 years of presence in India, LDC is leveraging its expertise and local market insights to refresh the *Vibhor* brand, with the ambition to further strengthen its position in India's rapidly growing edible oil market, which is projected to reach [US\\$34.75 billion in 2024](#) and grow annually by [4.94% from 2024 to 2029](#).

"India is a key market for LDC, and our refreshed *Vibhor* brand reflects our commitment to meeting the evolving needs of increasingly health-conscious Indian consumers," said Sumeet Mittal, LDC's Country CEO for India. "This relaunch supports our strategy to move further downstream in the value chain and diversify our offering with value-added products - in this case, addressing evolving dietary trends in one of the world's most dynamic economies."

The refreshed product line includes *Vibhor* Refined Soybean Oil, Palm olein Oil, Cottonseed Oil, Mustard Oil and Premium Vanaspati, all enriched with essential vitamins A and D, catering to today's demand for healthy and nutritious diet options that also maintain taste attributes.

Initially focusing on North India, LDC aims to significantly expand *Vibhor's* market presence across India by 2026, leveraging LDC's global supply chain and deep market insights to target both rural and urban demographics - from traditional shoppers to digitally-savvy consumers, through an extensive network of retail outlets, supermarkets and online channels.

Unveiled at a launch event on July 10, *Vibhor's* new tagline, 'Mera vishwas vibhor ke saath' (*My trust is with Vibhor*), underlines the brand's commitment to authenticity and quality. Attending an exclusive dinner with business partners, brand ambassador Rupali Ganguly commented: "I am delighted to endorse *Vibhor*, a brand that embraces the importance of nutritious family meals. When I cook, I attach particular importance to ingredients such as cooking oil, and I'm sure that *Vibhor* will be a special and tasty addition to all Indian kitchens."

Competitively priced for a broad demographic, LDC aspires to establish *Vibhor* as a leading cooking oil brand in India, reflecting the company's long-term commitment to the Indian market and its role as a key partner to India's food and agriculture sector.

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About Louis Dreyfus Company

Louis Dreyfus Company is a leading merchant and processor of agricultural goods, founded in 1851. We leverage our global reach and extensive asset network to serve our customers and consumers around the world, delivering the right products to the right location, at the right time – safely, reliably and responsibly. Our activities span the entire value chain, from farm to fork, across a broad range of business lines (platforms): Carbon Solutions, Coffee, Cotton, Food & Feed Solutions, Freight, Global Markets, Grains & Oilseeds, Juice, Rice and Sugar. We help feed and clothe some 500 million people every year by originating, processing and transporting approximately 80 million tons of products. Louis Dreyfus Company is active in over 100 countries across six geographical regions, and employs approximately 18,000 people globally. For more information, visit www ldc.com and follow us on [LinkedIn](#), [X](#) and WeChat (ID: we_are_ldc).

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