



Hain Celestial Announces Strategic Alliance With Future Consumer Limited In India

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Joint Venture Expected to Manufacture, Market and Distribute Better-For-You Natural Products

LAKE SUCCESS, N.Y., Jan. 20, 2017 /PRNewswire/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading organic and natural products company with operations in North America, Europe and India providing consumers with A Healthier Way of Life™, announced today the establishment of a strategic joint venture between Future Consumer Limited ("FCL") (BSE: 533400; NSE: FCONSUMER) and Hain Tilda India Private Limited ("Hain Tilda") with the objective to pursue joint interests in food marketing and development in India. FCL is the Food and FMCG arm of Future Group, one of India's retail pioneers with multiple retail formats, that aims to build quality consumer products for the next generation of Indian consumers.



"We are pleased to expand our presence in India with the Future Group," commented Irwin D. Simon, Founder, President and Chief Executive Officer of Hain Celestial. "Rajnish Ohri, our Managing Director in India, and his team will work together with Future Group to provide us with an opportunity to grow distribution of Hain Celestial's brands and products throughout India with its growing population and our focus on families in a more meaningful way."

"Hain Celestial is one of the most respected companies in the organic and natural segment, and we are excited to establish this partnership with Hain Tilda in India. Together, we will be able to provide Indian consumers with products that set the standards for good taste and are healthful too," said Kishore Biyani, Group Chief Executive Officer, Future Group.

The purpose of the joint venture is to manufacture, market and distribute better-for-you natural and organic products in various categories including snacks, plant-based beverages and toddler and kids food products under various Hain Celestial brands including Terra®, Garden of Eatin'®, Sensible Portions®, Dream™ and Earth's Best®. Hain Tilda will continue to market and distribute products under the Tilda® brand.

The Hain Celestial Group, Inc.

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, Happy®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba

Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

Future Consumer Limited

Future Consumer Limited (FCL), a part of the Future Group, based in Mumbai, India, which operates in the Food and Fast Moving Consumer Goods (FMCG) space with 27 brands in over 65 categories. FCL is constantly expanding its already existing vast portfolio of established Food & FMCG brands. Currently it caters to various categories such as Basic Foods, Ready to Eat Meals, Snacks, Beverages, Personal Hygiene Care and Home Care. FCL has also set up India Food Park at Tumkur, Karnataka in partnership with the Ministry of Food Processing Industries, Government of India. Spread in 110 acres of land, this state-of-the-art food park facilitates end-to-end food processing along the value chain (grading, sorting, pulping, packaging & distribution) from the farm to the market.

Safe Harbor Statement

Certain statements contained in this press release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are predictions based on expectations and projections about future events, and are not statements of historical fact. You can identify forward-looking statements by the use of forward-looking terminology such as "plan", "continue", "expect", "anticipate", "intend", "predict", "project", "estimate", "likely", "believe", "might", "seek", "may", "remain", "potential", "can", "should", "could", "future" and similar expressions, or the negative of those expressions. These forward-looking statements include the Company's beliefs or expectations relating to expansion of its brands and products throughout India. Such forward-looking statements involve known and unknown risks, uncertainties, and other factors which may cause the actual results to be materially different from any future results expressed or implied by such forward-looking statements. As a result of the foregoing and other factors, no assurance can be given as to the future results, levels of activity and achievements of the Company, and neither the Company nor any person assumes responsibility for the accuracy and completeness of these statements.

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