



Press Release

Protinex invests in the future- signs in India U-19 captain Prithvi Shaw

Captain of the U-19 Indian cricket team has been signed up for a five-year deal to endorse company's leading Protinex

New Delhi, 10 January 2018: Danone, a global food company with a mission 'to bring health through food to as many people as possible', has roped in India's upcoming cricketing sensation, Prithvi Shaw, as the brand ambassador for its popular protein brand, Protinex. Prithvi will be the face of Protinex for the next five years and would feature in key brand campaigns and initiatives.

With its high-decibel, 360-campaign, Protinex has been on a journey to educate consumers about the relevance of protein in daily diet. With this association, Protinex intends to spread the message of protein across age groups with the influence of Prithvi Shaw.

Commenting on this endorsement, **Mr. Himanshu Bakshi, Director- Marketing, Danone India** said, "As thought-leaders, we at Protinex always aspire to think ahead of the curve, whether it's the potential of protein or next cricketing sensation. Prithvi is a young sportsman who resonates very well with the brand's promise and his association will support the brand drive the message of protein rich diet for active lifestyle & good health. We wish him a wonderful World Cup and a promising future."

Currently, as the captain of the India U-19, he is in New Zealand leading the boys in Blue for the ICC U-19 World Cup. 18-year-old Mumbai boy, Prithvi, first caught attention in 2013 when he scored 546 off 330 balls in Harris Shield Match. There has been no looking back since. Prithvi has added several feathers to his hat, including, the youngest to score a century in Duleep Trophy, scored a century on Ranji debut and four first class centuries in just 5 matches.

"Protinex has been part of our household since my childhood, even before I can remember. Protein is important for the right growth and maintaining active lifestyle. In fact, it's not just important for sportsmen like me but for everyone across walks of life. I would like to thank Protinex for giving me this unique opportunity to contribute to the protein message in India" said **Prithvi Shaw**.

About Protinex

Protinex is a trusted brand with a history of more than 50 years. It is one of India's most prescribed nutritional supplements that is scientifically formulated with the power of hydrolysed proteins that caters to the nutritional needs of adults and children. It comes in different flavours like elaichi, tasty chocolate, vanilla and original. There is a special variant for Diabetics and one for pregnant women by the name Mama Protinex.

About Danone India

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food company built on four business lines: Essential Dairy and Plant-Based Products, Early Life Nutrition, Waters and Medical Nutrition. With products being present in over 130 markets, Danone generated sales of approximately €22 billion in 2016. In India, Danone started its dairy business in 2010, while the nutrition business was started in 2012 through the acquisition of the nutrition portfolio from Wockhardt Group. Danone's life nutrition business embodies a holistic nutrition approach offering a full range of products for pregnant mothers, infants, young children as well as adults, under recognized brands like Aptamil, Neocate, Farex, Protinex, Dexolac and Nusobee.

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