

## Press Release

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# Symrise unveils Creative Centre in Mumbai to enable innovation and customer proximity

- Creative & development hub in Mumbai as part of global innovation initiatives launched
  - Houses state-of-the-art development lab for fragrances and cosmetic ingredients
  - Consumer interaction centres, offices and to serve as national hub for oral care and cosmetic ingredient development
  - Unveils cutting-edge technology to map consumer insights and preferences
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**Symrise, a global leading supplier in the flavor and fragrance (F&F) industry, inaugurated a new creation and development centre in Mumbai. This further demonstrates the company's commitment to India and the Asia Pacific region, by investing in key high growth markets and focus on operational excellence. The new Mumbai Creative Centre complements the existing Chennai Creative Centre and thus the company's efforts in the Scent & Care segment.**

Dr. Heinz-Jürgen Bertram, CEO said, "We have been a part of India's growth story for more than two decades now and we are delighted to further strengthen this relationship with the inauguration of the creative centre. In 2016, we achieved growth of 15% in developing markets. Over the medium term, we want to secure a share of sales of over 50%. We're working at full speed on innovation in these markets and on further developing our infrastructure on a continuous basis."

Present at the launch, Achim Daub, President of Symrise Scent & Care segment & member of the Symrise Board said, "This investment in our new integrated Creation & Development Centre underlines our commitment to high growth markets such as India. Together with our R&D testing and production facility in Chennai, we are perfectly equipped to support our customers in their ambition to delight the Indian consumer."

Echoing Achim's sentiments, Symrise's Regional President of Scent & Care for Asia Pacific, Africa, Middle East & Turkey, Jun Saplad said, "This investment will allow for even greater collaboration and stronger connectivity with our customers, consumers and our partners. It will also allow us to co-develop amazing fragrances, oral care flavors and cosmetic ingredients."

The move is critical and strategically placed at a time the Indian economy is entering a "productive growth phase" and the consumer story is shaped by ever evolving needs and experience touch points. The new set-up is one among the many steps the organization is taking to get closer to the customers, with even better turnaround time from creation to contract," explains Ramesh Rajagopalan, Vice President, Scent & Care, Symrise India, Sri Lanka & Nepal.

## About Symrise

*Symrise is a global supplier of fragrances, flavorings, cosmetic base materials and substances as well as functional ingredients. Its clients include manufacturers of perfumes, cosmetics, food and beverages, the pharmaceutical industry and producers of nutritional supplements and pet food.*

*With sales of more than € 2.9 billion in 2016, Symrise is among the global leaders in the market for flavors and fragrances. Headquartered in Holzminden, Germany, the Group is represented with over 90 locations in Europe, Africa and the Middle East, Asia, the United States and Latin America.*

*Symrise works with its clients to develop new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked as part of this process. Symrise – always inspiring more...*

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