

MEDIA RELEASE

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**Chris Hemsworth and Bollywood stars Kriti Kharbanda and Nushrat Bharucha
join Swisse in prioritising wellness**

Australian health, wellness and natural skincare brand Swisse has entered the India market, supported by Swisse global ambassador Chris Hemsworth and Bollywood’s Kriti Kharbanda and Nushrat Bharucha.

Swisse will follow a digital and ecommerce first strategy in India, with partnerships with all leading platforms including Amazon, Nykaa, Flipkart, Myntra, Pharmeasy, Healthkart, Snapdeal, Netmeds, 1mg and HealthXp.

“We are absolutely delighted to share our range of premium vitamins, herbal and mineral products, beauty supplements and natural skincare with Indian consumers,” Swisse Australia and New Zealand Managing Director Nick Mann said.

“Our Swisse team sources the most nutrient-rich ingredients available world-wide, such as blood oranges from the foot of Mt Etna in Sicily and cranberries from Cape Cod, and have an unwavering commitment to quality, safety and effectiveness.”

Swisse held two experiential launch events in the past week to coincide with the Australia India Business Exchange trade mission to India. The Australian Minister for Trade, Tourism and Investment Simon Birmingham and Global Victoria CEO Gonul Serbest joined launch events in Mumbai on Wednesday and Thursday respectively.

During the events, Chris Hemsworth sent a special video message celebrating Swisse’s launch into India, and Kriti Kharbanda and Nushrat Bharucha spoke on how they prioritise their health, fitness and taking care of themselves in the dynamic and competitive world of Bollywood.



Kriti Kharbanda as Swisse special guest



Swisse global ambassador Chris Hemsworth

“The quest for health is a lifelong commitment. In Bollywood, I want to leave my mark – I want to be remembered for my roles and my characters, and it takes a lot of hard work – it needs discipline, persistence, and passion. It’s so also important to take care of what you have, your skin, your hair, your body and your mind, in a holistic way. To really connect with your personal audience, beauty has to come from within; it can’t be shallow or superficial. As a brand, Swisse totally gets this balance,” Kriti Kharbanda said.



While unveiling Swisse products, Nushrat Bharucha said: “I am constantly filming and on-the-go in Bollywood. It’s so important to cultivate positive energy, stay healthy, happy and take good care of myself. That’s why, in recent years, I have embarked on what is possibly the most important quest of my personal life – the quest for physical fitness and good health. This journey led me to embrace pilates and adopt a healthy lifestyle, and I’m a firm believer that health is the only true wealth. Fitness is the new rich. Health is the new cool.”

Akash Bedi, Chief Strategy and Operations Officer of Swisse’s parent company H&H Group said: “Swisse focuses on the Power of Nature, Science and Innovation – we choose the most nutrient-rich ingredients worldwide, and use advanced formulations based on scientific and traditional evidence to ensure our products are high-quality, safe and effective.”

“We know that India has been pioneers in and cherishes individual health and wellness. Swisse aims to support Indian consumers in their aspirations to lead healthier and happier lives, particularly the younger generation who are striving for success in our competitive and fast-paced world.”

“Preparing to launch into India has been a top priority project for our team. India has the world’s largest millennial population, who are very discerning consumers. We know that leading dynamic, successful lives requires a laser focus on personal health and wellness, and we want to support as many Indians as possible to achieve their dreams.”

“Initially we will launch around 30 of Swisse’s most popular products, such as Swisse Liver Detox, Swisse Magnesium and Swisse Hair Skin Nails liquid, as well as our targeted multivitamins for men and women. We are also excited to launch our healthy beauty range, including Swisse Manuka Honey Cleanser, Swisse Blood Orange Facial Serum and Swisse Collagen+ with peptides and vitamins C and E, to bring the very best of Swisse to India.”



Nushrat Bharucha celebrating Swisse’s entry into India



Kriti Kharbanda with Australian Minister for Trade, Tourism and Investment Simon Birmingham, Austrade CEO Stephanie Fahey, Amazon Business Director Saurabh Srivastava, and H&H Group Chief Strategy and Operations Officer Akash Bedi, Swisse Managing Director for Australia and New Zealand Nick Mann and Swisse Government Relations Manager Emily Dunn

“Swisse has a wide range of products, many using vegetarian formulations targeted to support specific health functions, as well as products using local Ayurvedic ingredients, such as Indian turmeric. We are particularly known for our vitamins, herbal and mineral supplements that are targeted to age, gender and particular health benefit, and our innovative beauty supplements. Swisse will follow a digital and ecommerce first strategy in India.”

Australian Minister for Trade, Tourism and Investment Simon Birmingham said Swisse was a great Australian success story and it was fantastic to see one of Australia’s most widely recognised health and wellness brands expanding into India.

“India’s health and beauty sector is booming, driven by India’s rapidly growing and aspirational middle class, who are seeking premium food, health and lifestyle products, and this presents huge opportunities for brands like Swisse,” Minister Birmingham said.

“I wish Swisse all the best with its launch into the Indian market and hope it can be a blueprint for other Australian businesses who are thinking of expanding into India.”

Global Victoria CEO Ms Gonul Serbest said: “It’s a pleasure to launch one of Australia’s largest brands in vitamins, minerals and health supplements in India. Swisse is based in the Australian state of Victoria and is a major contributor to the state’s highly successful exports in medical, pharmaceutical and nutraceutical products.”

“The Victorian Government has proudly supported Swisse on its export journey and this launch is another outcome of our fantastic collaboration with this great Victorian company. Congratulations to Nick Mann, the Swisse team and their partners in India who have been instrumental in introducing Swisse to India.”



Nushrat Bharucha with Global Victoria CEO Gonul Serbest, Victorian Commissioner to South Asia Michelle Wade, Swisse Managing Director for Australia and New Zealand Nick Mann and Swisse Government Relations Manager Emily Dunn

Swisse’s entry into India has been supported by Global Victoria and the Australian Trade and Investment Commission (Austrade).

Minister Birmingham and Ms Serbest were in India with representatives of more than 120 Australian businesses as part of Austrade’s Australia-India Business Exchange 2020. Austrade supported the establishment of the Amazon India’s ‘Australia’ store, and the Swisse-Amazon launch was one the key highlights of the Minister’s week-long multi-city program.

The events were held at the J.W. Marriott in Mumbai on Wednesday 26 February and Taj Land Ends on Thursday 27 February 2020.

About Swisse:

Swisse is a premium health and wellness global powerhouse, established in Australia in 1969. Swisse’s range of vitamins, supplements and skincare inspire millions around the world to treasure and enhance their health, wellbeing and happiness, and celebrate life every day. Swisse is rapidly growing internationally and is now available in 12 countries.

Swisse’s parent company is H&H Group, a global nutrition and wellness company, dynamic and ambitious in its mission to inspire wellness and make millions of people healthier and happier, while contributing positively to the needs of society and the planet.

Swisse India social media platforms:

- **Instagram:** SwisseIn
- **Twitter:** SwisseIndia
- **Facebook:** Swisse India <https://www.facebook.com/Swisse-India-108398787408241/>
- **Youtube:** Swisse India

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