

## **PRESS RELEASE**

13 May 2009

### **Luther advises Vorwerk on entering the Indian market**

**Cologne, 13 May 2009 - Vorwerk enters the Indian market with its cosmetics line Jafra through a joint venture with Ruchi Multitrade Private Limited and the Shahra family, the stakeholder behind the company. The Vorwerk Group will have the majority of the votes and will take on the operational leadership. Vorwerk was advised by Luther Rechtsanwaltsgesellschaft and its Indian partner law firm in all the legal and tax issues relating to the transaction.**

Jafra Cosmetics has been part of the Vorwerk Group since 2004 and is a worldwide leader in the direct distribution of cosmetics and face and body products which, with over 500,000 consultants, has a strong market position particularly in Mexico and the USA. The direct distribution system known as "Jafra Way" will now be developed jointly by Vorwerk and the Ruchi Group of Industries, which has an extensive network of distributors in India, and also be used for the distribution of Jafra cosmetics throughout the Indian subcontinent.

The famous Indian Ruchi Group of Companies is particularly successful in the field of manufacturing and distributing soya-oil products. The ayurvedic products which have been developed by Ruchi will in the future also be distributed by the Indian joint venture company.

On behalf of Vorwerk:

Luther Rechtsanwaltsgesellschaft mbH: Thomas Weidlich (Lead Partner), Dr. Angelika Yates (Partner), Philipp Dietz (Senior Associate, all Corporate/M&A Cologne), Dr. Markus Sengpiel (Partner, IP/IT Cologne), Ulrich Siegemund (Partner, Tax Frankfurt), Paul Schreiner (Senior Associate).

DSK Legal / Legasis Partners, Mumbai: Mustafa Safiyuddin (Partner), Nishad Nadkarni (Senior Associate, all Corporate/M&A)

BMR Advisors (Taxand), New Delhi: Mukesh Butani (Partner), Yatin Sharma (Director), Prerna Mehndiratta (Associate Director) (all Tax)

Inhouse: Daniela Paul (Vice President Corporate Legal Affairs & Trademarks)

On behalf of Ruchi:

Integrated Capital Services Limited, New Dehli: Sajeve Deora (Managing Director)

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### **Brief profile of Luther Rechtsanwaltsgesellschaft mbH**

Luther is one of the leading German commercial law firms providing comprehensive services in all the relevant fields of legal and tax consulting. The full-service law firm employs more than 280 lawyers and tax advisors and is represented at 13 German economic centres and at important investment locations in Europe and Asia with its five international offices in Brussels, Budapest, Istanbul, Shanghai and Singapore. Our clients include medium-sized enterprises and large corporations, as well as the public sector. Luther is part of the PMLG international group of law firms ([www.pmlg.eu](http://www.pmlg.eu)) and is the German member of Taxand, a worldwide network of independent tax firms ([www.taxand.com](http://www.taxand.com)).

Luther is a law firm with an entrepreneurial approach: our innovative awareness aspires us to provide our clients with customised legal ad-

vice that addresses individual needs and delivers the greatest possible economic benefit. Our lawyers and tax advisors have a solid understanding of interdisciplinary matters and a wealth of experience in collaborating on complex tasks.

Further information is available at: [www.luther-lawfirm.com](http://www.luther-lawfirm.com)

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