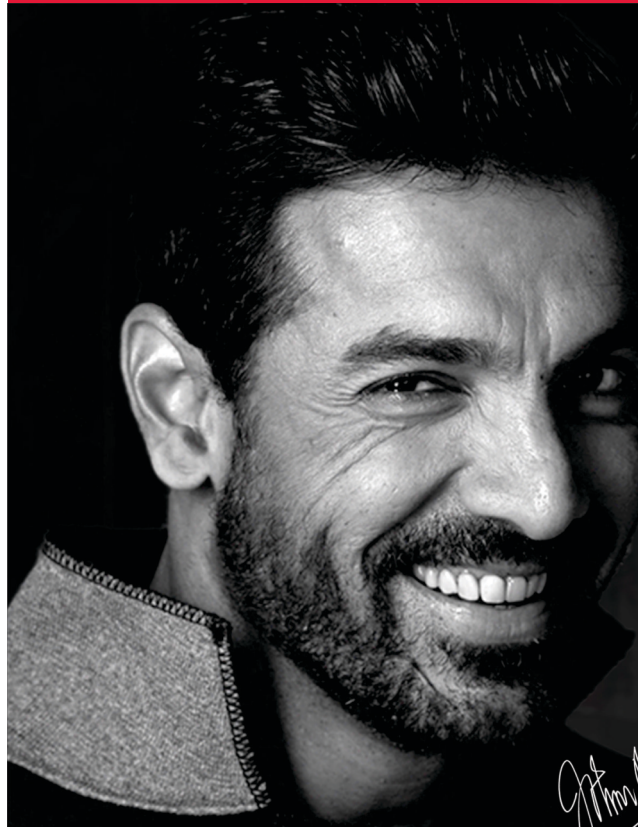


GUARDIAN HEALTHCARE | GNC LIVE WELL

# Press Release



*John Abraham*  
JOHN ABRAHAM

GNC LIVE WELL | GUARDIAN HEALTHCARE



## The Science of Better Nutrition

Global Leader In Nutrition Supplements

1800 266 8666 | hello@guardian.in | www.guardian.in



## **Guardian Healthcare locally manufactures GNC products in India, promotes 'Made in India'**

**Mumbai, January 9, 2019:** Guardian Healthcare, one of the largest health and wellness supplement retailers in India and master franchisee for General Nutrition Center (GNC) products in India, has initiated local product manufacturing to further provide Indian consumers with premium, high-quality GNC products at an affordable price.

“With the introduction of local manufacturing of GNC products in India, we can continue to provide consumers with high-quality products, which will enable us to cater to a much wider audience,” said Shadab Khan, CEO of GNC India. “The support of the GNC global team has been extremely helpful in developing and customizing products to suit the Indian palate and satisfy nutritional requirements. This initiative further ensures that our Indian consumers continue to receive GNC products created at the quality that our customers have come to expect.”

By manufacturing products in India, Guardian Healthcare and GNC India will maintain global quality and reduce import lead time. To mitigate any issues with fake, counterfeit, or unregistered products, GNC India will include an authenticity check code enabled sticker on its products.

“Customers are always at the forefront of our minds here at GNC, and we take great pride in providing them with innovative solutions for their wellness regimen,” said Carl Seletz, Senior Vice President of International at GNC. “Our partners at Guardian Healthcare share the same consumer-focused mindset and recognized an opportunity to better serve our global customers. GNC India is providing Indian consumers with authentic GNC products with the best quality, potency, and purity while remaining cognizant of cost.”

The Indian nutraceuticals market currently stands at \$4 billion and is projected to grow 21 percent annually, reaching \$10 billion by 2022. To meet this growing need, GNC India aims to expand product availability across all large supplement and pharmacy stores by 2020 in all Metros and Tier 1 Towns.

Products are currently available at [www.guardian.in](http://www.guardian.in), a site owned and managed by Guardian Healthcare.

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### **About GNC India**

GNC Holdings, Inc. (NYSE: GNC) - is a global health and wellness brand that helps people live well. The company is known and trusted for quality performance and nutritional supplements, and its broad assortment features innovative private-label products as well as national recognized third-party brands, many of which are exclusive to GNC.

GNC's diversified, multi-channel business model has global reach and a well-recognized, trusted brand, and provides customers with excellent service, product knowledge and solutions. The company reaches consumers worldwide through company-owned retail locations, and domestic and international franchise activities, and e-commerce. GNC also has exceptional innovation and product development capabilities, manufactures products for third parties and generates revenue through corporate partnerships. As of September 30, 2018, GNC had approximately 8,500 locations, of which approximately 6,400 retail locations are in the United States (including approximately 2,200 Rite Aid franchise store-within-a-store locations) and franchise operations in approximately 50 countries.

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# Online Postings on Partner Websites

<p>WN.Com</p>  <p>Unique Visitors : 23,005,000</p>	<p>Daily Hunt</p>  <p>Unique Visitors : 17,000,000</p>	<p>Outlook India</p>  <p>Unique Visitors : 2,089,000</p>	<p>New Delhi times</p>  <p>Unique Visitors : 1,268,148</p>	<p>The Hans India</p>  <p>Unique Visitors : 1,070,000</p>
<p>Magzter</p>  <p>Unique Visitors : 1,025,000</p>	<p>Investment Guru India</p>  <p>Unique Visitors : 960,000</p>	<p>Vishwa Times</p>  <p>Unique Visitors : 620,000</p>	<p>AD HOC NEWS</p>  <p>Unique Visitors : 588,000</p>	<p>The Week</p>  <p>Unique Visitors : 574,300</p>
<p>Dalal Street Investment Journal (DSIJ)</p>  <p>Unique Visitors : 511,000</p>	<p>Telangana Today</p>  <p>Unique Visitors : 453,000</p>	<p>Press Trust of India</p>  <p>Unique Visitors : 289,260</p>	<p>Jammu Link News</p>  <p>Unique Visitors : 179,140</p>	<p>Indo-Asian News Service (IANS)</p>  <p>Unique Visitors : 137,190</p>
<p>Consumer Infoline</p>  <p>Unique Visitors : 114,960</p>	<p>Webindia 123</p>  <p>Unique Visitors : 113,030</p>	<p>Tvnews4u</p>  <p>Unique Visitors : 100,000</p>	<p>Business Wire India</p>  <p>Unique Visitors : 86,530</p>	<p>Punjab News Express</p>  <p>Unique Visitors : 77,680</p>
<p>Ten News</p>  <p>Unique Visitors : 60,600</p>	<p>Connect Gujarat</p>  <p>Unique Visitors : 58,000</p>	<p>The Covai Post</p>  <p>Unique Visitors : 49,820</p>	<p>We R India</p>  <p>Unique Visitors : 45,060</p>	<p>Navyug Sandesh</p>  <p>Unique Visitors : 44,260</p>
<p>Digital Conquerer</p>  <p>Unique Visitors : 40,670</p>	<p>technuter</p>  <p>Unique Visitors : 28,000</p>	<p>Gadget 2</p>  <p>Unique Visitors : 23,200</p>	<p>SME Channels</p>  <p>Unique Visitors : 20,680</p>	<p>Business Sandesh</p>  <p>Unique Visitors : 19,640</p>

<p>Hello Rajasthan</p>  <p>Unique Visitors : 18,800</p>	<p>News Weebly</p>  <p>Unique Visitors : 18,700</p>	<p>International Brand&amp;Equity</p>  <p>Unique Visitors : 17,800</p>	<p>5 Dariya News</p>  <p>Unique Visitors : 17,570</p>	<p>Nasheman</p>  <p>Unique Visitors : 16,600</p>
<p>Times Tech</p>  <p>Unique Visitors : 16,500</p>	<p>odisha Samachar</p>  <p>Unique Visitors : 16,220</p>	<p>Life And Trendz</p>  <p>Unique Visitors : 16,200</p>	<p>Creative Bharat</p>  <p>Unique Visitors : 15,600</p>	<p>CXO Voice</p>  <p>Unique Visitors : 15,600</p>
<p>Tech Net</p>  <p>Unique Visitors : 15,600</p>	<p>Sponsored.News</p>  <p>Unique Visitors : 15,200</p>	<p>VAR India</p>  <p>Unique Visitors : 14,690</p>	<p>The Startup Post</p>  <p>Unique Visitors : 14,670</p>	<p>Kolkata Lifestyle</p>  <p>Unique Visitors : 14,300</p>
<p>IBTN9</p>  <p>Unique Visitors : 13,950</p>	<p>BizWire Express</p>  <p>Unique Visitors : 13,900</p>	<p>The CEO Magazine</p>  <p>Unique Visitors : 13,600</p>	<p>MTI NEWS</p>  <p>Unique Visitors : 13,600</p>	<p>Blive</p>  <p>Unique Visitors : 13,500</p>
<p>North India Kaleidoscope</p>  <p>Unique Visitors : 13,500</p>	<p>Business News This Week</p>  <p>Unique Visitors : 13,400</p>	<p>Business Fortnight</p>  <p>Unique Visitors : 13,200</p>	<p>Business Views</p>  <p>Unique Visitors : 13,200</p>	<p>SME Street</p>  <p>Unique Visitors : 13,100</p>
<p>Myiris</p>  <p>Unique Visitors : 13,000</p>	<p>Estrade</p>  <p>Unique Visitors : 12,900</p>	<p>Gujarat Headline</p>  <p>Unique Visitors : 12,900</p>	<p>BizNews</p>  <p>Unique Visitors : 12,800</p>	<p>India VC</p>  <p>Unique Visitors : 12,800</p>
<p>The Pharma Times</p>  <p>Unique Visitors : 12,700</p>	<p>Review Street</p>  <p>Unique Visitors : 12,700</p>	<p>The Retail Times</p>  <p>Unique Visitors : 12,500</p>	<p>Biz Next India</p>  <p>Unique Visitors : 12,500</p>	<p>Voice of your page</p>  <p>Unique Visitors : 12,500</p>

<p>Online and You</p>  <p>Unique Visitors : 12,400</p>	<p>Digital Terminal</p>  <p>Unique Visitors : 12,400</p>	<p>Enterprise IT World</p>  <p>Unique Visitors : 12,350</p>	<p>News Control Room</p>  <p>Unique Visitors : 12,200</p>	<p>Channel drive</p>  <p>Unique Visitors : 12,110</p>
<p>Tech GenYZ</p>  <p>Unique Visitors : 12,100</p>	<p>Abhitak News</p>  <p>Unique Visitors : 12,050</p>	<p>Devdiscourse</p>  <p>Unique Visitors : 12,000</p>	<p>News PR</p>  <p>Unique Visitors : 11,850</p>	<p>Research News Today</p>  <p>Unique Visitors : 11,700</p>
<p>TechPhlie</p>  <p>Unique Visitors : 11,600</p>	<p>IBG News</p>  <p>Unique Visitors : 11,540</p>	<p>Smart Tech Today</p>  <p>Unique Visitors : 11,420</p>	<p>Press Release India</p>  <p>Unique Visitors : 11,300</p>	<p>The Onside</p>  <p>Unique Visitors : 11,300</p>
<p>Telecom Drive</p>  <p>Unique Visitors : 11,280</p>	<p>Samachar Live</p>  <p>Unique Visitors : 11,100</p>	<p>Startup City India</p>  <p>Unique Visitors : 11,000</p>	<p>First Report</p>  <p>Unique Visitors : 10,900</p>	<p>Uttarakhand News Network</p>  <p>Unique Visitors : 10,500</p>
<p>India E Club</p>  <p>Unique Visitors : 10,500</p>	<p>Digital24</p>  <p>Unique Visitors : 10,500</p>	<p>Corporate Ethos</p>  <p>Unique Visitors : 9,860</p>	<p>Lifestyle Post</p>  <p>Unique Visitors : 9,400</p>	<p>Mumbaionline</p>  <p>Unique Visitors : 2,400</p>

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THE NEWS SCROLL

15 JANUARY 2019 Last Updated at 3:16 PM SOURCE: FTI

### Guardian Healthcare Locally Manufactures GNC Products in India, Promotes 'Made in India'



(Eds Disclaimer: The following press release comes to you under an arrangement with Business Wire India. takes no editorial responsibility for the same.) Mumbai, Maharashtra, India - Business Wire India Guardian Healthcare, one of the largest health and wellness supplement retailers in India and master franchisee for General Nutrition Center (GNC) products in India, has initiated local product manufacturing to further provide Indian consumers with premium, high-quality GNC products at an affordable price. "With the introduction of local manufacturing of GNC products in India, we can continue to provide consumers with high-quality products, which will enable us to cater to a much wider audience," said Shadab Khan, CEO of GNC India. "The support of the GNC global team has been extremely helpful in developing and customizing products to suit the Indian palate and satisfy nutritional requirements. This initiative further ensures that our Indian consumers continue to receive GNC products created at the quality that our customers have come to expect." By manufacturing products in India, Guardian Healthcare and GNC India will maintain global quality and reduce import lead time. To mitigate any issues with fake, counterfeit, or unregistered products, GNC India will include an authenticity check code enabled sticker on its products. "Customers are always at the forefront of our minds here at GNC, and we take great pride in providing them with innovative solutions for their wellness regimen," said Carl Seletz, Senior Vice President of International at GNC. "Our partners at Guardian Healthcare share the same consumer-focused mindset and recognized an opportunity to better serve our global customers. GNC India is providing Indian consumers with authentic GNC products with the best quality, potency, and purity while remaining cognizant of cost." The Indian nutraceuticals market currently stands at \$4 billion and is projected to grow 21 percent annually, reaching \$10 billion by 2022. To meet this growing need, GNC India aims to expand product availability across all large supplement and pharmacy stores by 2020 in all Metros and Tier 1 Towns. Products are currently available at [www.guardian.in](http://www.guardian.in) a site owned and managed by Guardian Healthcare. About GNC India GNC Holdings, Inc. (NYSE: GNC) - is a global health and wellness brand that helps people live well. The company is known and trusted for quality performance and nutritional supplements, and its broad assortment features innovative private-label products as well as national recognized third-party brands, many of which are exclusive to GNC. GNC's diversified, multi-channel business model has global reach and a well-recognized, trusted brand, and provides customers with excellent service, product knowledge and solutions. The company reaches consumers worldwide through company-owned retail locations, and domestic and international franchise activities, and e-commerce. GNC also has exceptional innovation and product development capabilities, manufactures products for third parties and generates revenue through corporate partnerships. As of September 30, 2018, GNC had approximately 8,500 locations, of which approximately 6,400 retail locations are in the United States (including approximately 2,200 Rxite Aid franchise store-within-a-store locations) and franchise operations in approximately 50 countries. To View the Image Click on the Link Below: GNC India Guardian Healthcare - Global Leader in Nutrition Supplements PWR PWR



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### Guardian Healthcare Locally Manufactures GNC Products in India, Promotes 'Made in India'

By Business Wire India - January 15, 2019 1 minute read

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### Guardian Healthcare Locally Manufactures GNC Products in India Promotes 'Made in India'

FTI | January 15, 2019 15:36 EST

(Eds Disclaimer: The following press release comes to you under an arrangement with Business Wire India. FTI takes no editorial responsibility for the same.) Mumbai, Maharashtra, India - Business Wire India

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