



## **Brocair Partners Advises Nutritionals Firm on International License Agreement**

*Brocair Partners LLC, an investment bank serving the healthcare industry, advised NutriJoy, Inc. on its international licensing arrangement with Ruchi Soya Industries Limited.*

NEW YORK, NY – January 15, 2008 – Brocair Partners LLC, an investment banking firm serving the healthcare industry, advised NutriJoy, Inc. on its international licensing agreement with Ruchi Soya Industries Limited, a public company headquartered in India.

The licensing agreement will grant Ruchi Soya the right to manufacture and market NutriJoy's key products throughout India and much of Asia. The partnership will enable Ruchi to execute on its strategy to develop healthcare-focused consumer products and expand upon the markets the company already serves. NutriJoy Inc. and Ruchi Soya expect to deepen their partnership as both companies work to develop new products that incorporate NutriJoy's underlying proprietary technologies and know-how for functional beverages and healthy snacks.

Rusty Ray, Partner at Brocair, commented, "We are excited at the prospects of taking NutriJoy's products global. We think the Asian market is very receptive to new products that incorporate healthy benefits and that a multi-billion dollar company like Ruchi Soya will do quite well with this technology. Brocair has led a number of transactions where a large-scale international player has acquired cutting-edge technology from the U.S. We expect this is a trend that will continue and are pleased that Brocair is in a position to offer our clients direct access to a multinational group of acquirers and not simply limit their possibilities to US-based buyers."

NutriJoy, Inc. is based in Manhattan, Kansas and uses proprietary technology to deliver superior nutritional and appealing food and beverage products to consumers. The Company was incorporated in 2000 and launched its Cal-C brand in April 2002 and GoodBites brand in 2004.

Ruchi Soya Industries Limited (Public BSE: 500368), through its subsidiaries, engages in the manufacture and sale of edible oils, vanaspati, bakery fats, and soya food in India. It also offers soya chunks, granules, and soya flour products and exports products to Asia, Europe, and the Middle East. Ruchi Soya Industries was founded in 1972 and is headquartered in Indore, India. As part of the Ruchi Group, 2007 revenues for Ruchi Soya were approximately \$2.3 billion.

### **About Brocair Partners LLC**

Brocair Partners LLC, based in New York, was formed in 2004 to provide mergers & acquisitions advisory services, equity and debt placement services, and strategic advice to middle-market public and private healthcare companies. Brocair Partners has advised a range of public and private companies across healthcare segments that include pharmaceuticals, medical devices, nutrition and pharmacosmetics, healthcare business services and information

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technology, and pharmaceutical ingredients and intermediates, both in North America and abroad. Brocair Partners is the exclusive healthcare sector member firm covering North America within Mergers Alliance.

#### **About Mergers Alliance**

Mergers Alliance was formed to bring together an international team of experienced corporate finance specialists in the major global economies. The Alliance provides its members with a global footprint through strong working relationships with other member-firms. The result: member firms are able to tap a broad network of skills and relationships when conducting cross-border and/or domestic transactions. Mergers Alliance firms are all independent, local specialists who have a detailed knowledge of their territories and work together in the interests of their clients. These firms have been identified and admitted for membership only after meeting a list of strict criteria which ensures synergy and the maintenance of a high quality entry threshold. With some of the largest independent corporate finance firms across the globe as members, it is not a surprise that Mergers Alliance completed over €4bn of transactions in 2006 alone.

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