



emami limited

Date: 5<sup>th</sup> March 2022

The Secretary  
**The National Stock Exchange of India Ltd.**  
Exchange Plaza, Plot No. C/1, G. Block  
Bandra Kurla Complex, Bandra (E)  
Mumbai: 400051  
Scrip Code: EMAMILTD

The Secretary  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai: 400001  
Scrip Code: 531162

Dear Sirs,

**Re: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulation, 2015**

This is to inform you that the Company has subscribed to 15,625 equity shares of Tru Native F & B Pvt Ltd equivalent to 19% of shareholding in the company on fully diluted basis.

The details required under Regulation 30 (3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 alongwith is enclosed as Annexure -1.

Further, pursuant to Regulation 30(8) of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 the enclosed Disclosures will be made available on the Company's website at: <http://www.emamiltd.in/investor-info/>

Kindly take the same on record.

Thanking you,  
Yours faithfully,  
**For Emami Limited**

**A. K. Joshi**  
**Company Secretary & VP- Legal**  
Encl. As above.

*Annexure -1*

**Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III to the Regulation 30 SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

SI No	Particulars	
A	Name of the target entity	<b>Tru Native F &amp; B Private Limited</b>
B	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length";	The Investee Company is not a related party. None of the promoter/ promoter group/ group companies have any interest in the entity being acquired.
C	Industry to which the entity being acquired belongs;	Fast Moving Consumer Goods
d	Objects and effects of acquisition	This investment is in line with Emami's strategy to invest in Nutrition segment.
e	Brief details of any governmental or regulatory approvals required for the acquisition;	None
f	Indicative time period for completion of the acquisition;	5 <sup>th</sup> March, 2022
g	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash
h	Cost of acquisition or the price at which the shares are acquired;	It is as per mutually agreed valuation, price of shares has not been disclosed due to reasons of confidentiality





emami\*limited

Sl No	Particulars								
I	<p>Percentage of shareholding / control acquired and / or number of shares acquired;</p> <p>19% of the company on fully diluted basis</p>								
J	<p>Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);</p> <p>Tru Native F&amp;B Private Limited ("the Company") was incorporated on 30th March, 2019 in the state of Maharashtra. The CIN of the company is U15490MH2019PTC323401. The Company's registered office is situated at 702, 7th Floor, JMS Business Centre, Behram Baug, Jogeshwari West, Mumbai - 400102.</p> <p>TruNativ is smart nutrition company dedicated to empowering health and fitness enthusiasts with affordable and healthy food &amp; nutrition options.</p> <p>Pranav Malhotra &amp; Mamta Malhotra are the founders of the company-</p> <p>Turnover of last 3 (three) financial years:</p> <table border="1"> <thead> <tr> <th>Financial Year</th> <th>Amount (Rs in Crore)</th> </tr> </thead> <tbody> <tr> <td>2020-21</td> <td>0.21</td> </tr> <tr> <td>2019-20</td> <td>0.02</td> </tr> <tr> <td>2018-19</td> <td>NA</td> </tr> </tbody> </table>	Financial Year	Amount (Rs in Crore)	2020-21	0.21	2019-20	0.02	2018-19	NA
Financial Year	Amount (Rs in Crore)								
2020-21	0.21								
2019-20	0.02								
2018-19	NA								







## Emami acquires stake in Tru Native F&B Pvt Ltd (“TruNativ”)

**Kolkata, March 5, 2022:** Emami Limited, one of the leading personal care and healthcare companies in India acquired **19% equity stake** in **Tru Native F&B Pvt Ltd** (“Tru Nativ F&B”) for an undisclosed consideration. **Tru Native F&B Pvt Ltd markets nutrition products under the brand “TruNativ”.**

Inspired by the Government’s vision of providing holistic nutrition to Indians under its POSHAN Abhiyaan, **“Tru Nativ F&B” is a nutrition Company dedicated towards empowering health and fitness enthusiasts with affordable and healthy food & beverage options.** As per 2017 survey, 73% of Indian are deficient in protein while above 90% are unaware of daily protein requirement. TruNativ focuses on solving the nutritional problems of Indian households by bridging the gap in protein intake through its products and offerings.

**“TruNativ F&B”** is a D2C business and its products are sold through its website and other e-commerce portals. The company aims to expand its footprint by selling through retail stores, supermarkets, etc.

**Mr Harsha V Agarwal, Director, Emami Ltd said,** *“We are delighted to announce our partnership with TruNativ through an investment in equity stake. With health & wellness being the buzzword for consumers today, we see tremendous potential in the nutrition segment. “TruNativ” product offerings are very unique as they are based on real consumer habits and issues. We are excited to enter this segment which is in line with our Investment strategy and look forward to add meaningful value to the brand.”*

Commenting on the development, **Mr Pranav Malhotra, founder, Tru Native F&B Pvt Ltd said,** *“The nation as a whole is moving towards a healthier lifestyle which has been further accelerated by the pandemic. As the consumers adopt a preventive approach, there has been a significant uptick in demand of protein, fibre, vitamins, etc along with healthy food substitutes. TruNativ is poised to take benefit of this evolving opportunity through its innovative products delivered in convenient forms. It is exciting to have Emami come on board as a partner, who not only has very deep industry experience, but also believes in our vision to make TruNativ a household brand”.*



---

### **About Emami Limited:**

Emami is one of the leading FMCG Companies in India in Personal & Healthcare Space and is the flagship company of the diversified Emami Group of Companies. It is engaged in the business of manufacturing and marketing personal care, healthcare and beauty products. The Company's portfolio comprises more than 300 products conceptualised and formulated based on age old Ayurvedic wisdom and modern laboratory practices. Emami's leading brands are Boroplus, Navratna, Zandu, Fair & Handsome and Kesh King among others. These are most popular household names and are market leaders in respective categories

Emami has a strong domestic distribution network of more than 3,500 distributors and 4,000 sub-distributors, with a direct reach across 900,000 retail outlets and overall reach to 45 lakh+ outlets.

Emami also exports to over 60 countries and has a strong presence in Russia, CIS, GCC, SAARC and African countries. It has subsidiaries in UAE, Bangladesh, Russia & Srilanka.

Emami is listed on the Indian Stock Exchanges and currently has a market capitalization of approximately USD 3 bn.

### **About Tru Native F&B Pvt Ltd:**

**TruNativ** is smart nutrition company dedicated to empowering health and fitness enthusiasts with affordable and healthy food & nutrition options. It aims to create more transparent, nutritionally balanced, and healthy alternatives for people who care about nature and health. Targeting different consumer segments, the company's product offerings are different from the ones available in the market as these products focus on daily household which were not targeted earlier. **TruNativ** is promoted by Mother & Son duo - Ms. Mamta Malhotra & Mr. Pranav Malhotra.

---

**For further information, please contact :**

**Mahasweta Sen**

AVP & Head -Corporate Communications

Emami Group

Mobile: +919836292392

Email: [mahasweta.sen@emamigroup.com](mailto:mahasweta.sen@emamigroup.com)