



Date: 28th June, 2021

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

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai: 400001

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 Emami ("The Company") has made further investment in Helios Lifestyle Private Limited ("Helios") by subscribing to Equity Shares, which has resulted in increase in Company's stake in Helios from 33.09% to 45.96%.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 alongwith the Press Release issued by the Company on the above matter is enclosed as Annexure -1.

Further, pursuant to Regulation 30(8) of the SEBI LODR Regulations the enclosed Disclosures will be made available on the Company's website at :

<http://www.emamilttd.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.

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	Helios Lifestyle Private Limited
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";	Helios falls under the category of Associate Company, hence, 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	Currently, the company holds 33.09% stake of Helios. Post subscribing to equity shares, The Company's stake in Helios will increase from 33.09% to 45.96%.
e	Brief details of any governmental or regulatory approvals required for the acquisition;	None
f	Indicative time period for completion of the acquisition;	28 th June, 2021
g	Nature of consideration - whether cash consideration	Cash





Sl.No	Particulars	
	or share swap and details of the same;	
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
I	Percentage of shareholding / control acquired and / or number of shares acquired;	In this round of investment, Emami Limited has acquired 51991 shares in Helios.
J	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>Helios is a start-up founded by Mr. Hitesh Dhingra, Mr. Parvesh Bareja and Mr. Bhisam Bhateja. It manufactures and sells male grooming products under brand "The Man Company". It caters to premium segment. It offers a head to toe range of grooming products for men which includes beard products, skin & hair care products, deodorant & perfumes, etc.</p> <p>It has omni-channel presence and sells mainly in Indian market.</p> <p>Turnover of Helios: INR 42.89 cr (FY20-21); INR 39.34 cr (FY 2019-20); INR 20.86 cr (FY 2018-19)</p>



Emami increases its stake in Helios Lifestyle Pvt Ltd (“The Man Company”)

Makes further investment in the fast growing Online Male Grooming Segment

Kolkata, 28th June, 2021: Emami Limited, one of the leading FMCG companies in India, has increased its existing strategic stake of 33.09% to 45.96% in Helios Lifestyle Pvt Ltd (“Helios”). Emami had previously acquired 33.09% equity stake in Helios Lifestyle, known for its male grooming brand “The Man Company” (TMC) in two tranches, with one in December 2017 and the latter in February 2019.

This investment is in line with the company’s strategy of leveraging emerging online opportunities brought about by rapid digitization. With this investment, Emami has further strengthened its position as the largest shareholder of TMC.

Helios owns the fast-growing male grooming brand “The Man Company” (TMC) which offers a head-to-toe range of premium men’s grooming products in Bath & Body, Beard management, Shaving & Perfumes category. Company is having omni-channel presence across platforms and its products are sold through the company's own website as well as major e-commerce platforms, Lifestyle Modern Trade stores and premium outlets. The brand caters to the mass premium segment and all its products are free of harmful chemicals. TMC products are endorsed by the Bollywood superstar, Ayushmann Khurrana.

Indian men have become more & more conscious of their looks and they want to appear well-groomed and physically more appealing to attract more attention and stand out in a clutter. The segment offers a huge headroom for innovation & growth. This is well reflected in TMC’s performance as monthly revenues have increased by five times since Emami’s initial investment in December’17.

Mr Harsha V Agarwal, Director, Emami Ltd said, *“We are happy with our partnership with TMC and the growth the brand has delivered despite the unprecedented challenges in the last 1.5 years. The investment helps to accelerate our journey towards having a future ready male grooming portfolio and building an omni-channel premium brand particularly in the online space and lifestyle stores. The promoters bring in lot of passion with strong understanding of the online & digital space which are necessary for growing the business aggressively. This is also in line with our emerging focus on strategic investments in start-ups to incubate new engines of growth. This investment will further boost the growth engine of the company to accelerate its future growth process”.*





Mr Hitesh Dhingra, Co-founder & MD, Helios Lifestyle said, *“We have always been very excited about our strategic partnership. We are delighted to receive the much needed support from our strategic partner, Emami. Our strength of brand building through digital marketing, online selling and distribution coupled with Emami’s resource and knowledge will help us further scale new heights in near future.”*

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. In, 2019, the company acquired Creme 21, a German brand with strong roots & brand recall. Emami products are available in over 4.5 million retail outlets across India through its network of ~3250 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Katrina Kaif, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

With a market cap of more than Rs. 24,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamiltd.in for further information.

About Helios Lifestyle:

Helios owns “The Man Company”, a fast-growing male grooming brand founded by entrepreneurs Hitesh Dhingra, Parvesh Bareja and Bisham Bhateja in 2015. The Brand caters to the mass premium segment. It offers head to toe range of grooming products for men, which includes beard wash, beard oils, shampoos, soap bars, body wash, hair gels, etc. The Company’s products are sold through the company's own website – www.themancompany.com, major e-commerce platforms (Amazon, Flipkart, Nykaa, etc), Lifestyle Modern Trade stores, (Shoppers stop, Central, Lifestyle) and premium outlets.

For further information, please contact :

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