

Date: 9<sup>th</sup> August, 2024

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 consequent to the conversion of Compulsory Convertible Preference Shares of **Cannis Lupus Services India Private Limited**, held by the Company into equity, company's holding in the said capital has been increased from 30% to 47.43% of the equity share capital of the said company.

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**

**Ashok Purohit**  
**Dy. Company Secretary**  
**Membership No: F7490**  
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>Cannis Lupus Services India 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 as associate company, hence the related party.<br>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;   | Pet care segment offering Ayurvedic/ herbal remedies for pets under the brand “Fur Ball Story”.   |
| D     | Objects and effects of acquisition   | Investment is in line with Emami’s strategy   |
| E     | Brief details of any governmental or regulatory approvals required for the acquisition;  | None  |
| F     | Indicative time period for completion of the acquisition;  | 9 <sup>th</sup> August, 2024  |
| G     | Nature of consideration - whether cash consideration or share swap and details of the same;  | Cash ( Conversion of CCPS into Equity Capital)  |

| SI No          | Particulars   |  |                |                      |         |     |         |    |         |    |
|----------------|---|--|----------------|----------------------|---------|-----|---------|----|---------|----|
| 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;   | At present, Emami Ltd holds 30% paid up capital of Cannis, consequent to the conversion of CCPS, said holding will be increased to 47.43% .  |                |                      |         |     |         |    |         |    |
| 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>Cannis Lupus Services India Private Limited, a Private Limited company incorporated on 1<sup>st</sup> May 2019 under the Companies Act, 2013, and having its registered office at S-323, 1<sup>st</sup> Floor, Uppal Southend, Sector - 49, Sohna Road, Gurgaon - 122018, Haryana 122018.</p> <p>CIN of the company is U74999HR2019PTC080076. It is engaged in the business of services for pets and are launching medicinal, food, supplements and other complimentary products for pets.</p> <p>Mr. Animesh Katiyar and Ms. Srishti Sharma are the founders of Cannis.</p> <p>Turnover of last 3 (three) financial years:</p> <table border="1"> <thead> <tr> <th>Financial Year</th> <th>Amount (Rs in Lacs )</th> </tr> </thead> <tbody> <tr> <td>2023-24</td> <td>666</td> </tr> <tr> <td>2022-23</td> <td>46</td> </tr> <tr> <td>2021-22</td> <td>22</td> </tr> </tbody> </table> | Financial Year | Amount (Rs in Lacs ) | 2023-24 | 666 | 2022-23 | 46 | 2021-22 | 22 |
| Financial Year | Amount (Rs in Lacs )  |  |                |                      |         |     |         |    |         |    |
| 2023-24        | 666   |  |                |                      |         |     |         |    |         |    |
| 2022-23        | 46  |  |                |                      |         |     |         |    |         |    |
| 2021-22        | 22  |  |                |                      |         |     |         |    |         |    |