



15th July, 2024

Stock Code BSE: 500696

NSE: HINDUNILVR

ISIN: INE030A01027

BSE Limited,
Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra – Kurla Complex,
Bandra (E),
Mumbai – 400 051

Dear Sir/Madam,

Sub: Divestment of Water Purification business of the Company carried under the brand “Pureit”.

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**SEBI Listing Regulations**” / “**LODR Regulations**”), it is hereby informed that the Board of Directors at their meeting held on 15th July, 2024, has approved the sale and divestment of Company’s Water Purification business carried under the brand ‘Pureit’ including the trademarks, copyrights and other intellectual properties and identified assets and contracts associated with the business, as a going concern on slump sale basis, to A. O. Smith India Water Products Private Limited.

The Transaction is subject to fulfilment of completion terms and conditions as specified in the Transaction Documents.

The Board Meeting commenced at 02.45 P.M. (IST) and concluded at 03.40 P.M. (IST).

The other information as required to be disclosed under aforesaid Regulation 30 of the SEBI Listing Regulations read with the relevant Circular(s) issued thereunder, is enclosed as **Annexure 1**.

Hindustan Unilever Limited,
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B D Sawant Marg, Chakala,
Andheri East, Mumbai 400 099

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Hindustan Unilever Limited

A copy of the Press Release in this regard is also enclosed herewith.

You are requested to take above information on record.

Thanking you.

Yours faithfully,

For Hindustan Unilever Limited

Dev Bajpai

**Executive Director, Legal & Corporate Affairs
and Company Secretary**

DIN: 00050516 / FCS No: 3354



Annexure 1

Disclosure under sub-para (1) of Para (A) of Part (A) to Schedule III of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Sale or disposal of “water purification” business unit of Hindustan Unilever Limited (“HUL”) under the brand name “Pureit”)

S. No.	Particulars	Description
1.	The amount and percentage of the turnover or revenue or income and net worth contributed by such unit or division or undertaking or subsidiary or associate company of the listed entity during the last financial year;	F.Y. 2023-24 Turnover of the water purification business proposed to be sold is Rs 293 Cr. (viz. <1% of HUL’s Turnover) The water purification business of the Company is part of the overall Home Care business and its net worth is not separately tracked by the Company.
2.	Date on which the agreement for sale has been entered into;	15th July, 2024
3.	The expected date of completion of sale/disposal;	Subject to fulfilment of terms and conditions as under the Transaction Documents, the completion of the transaction is expected within an estimated period of 3 months, subject to any extension as per terms of the Transaction Documents.
4.	Consideration received from such sale/disposal;	Enterprise Value of USD 72 million (c. INR 601 crores), subject to permissible adjustments as per the Transaction



S. No.	Particulars	Description
		Documents. Consideration is to be received in cash.
5.	Brief details of buyers and whether any of the buyers belong to the promoter/ promoter group/group companies. If yes, details thereof;	A. O. Smith India Water Products Private Limited is the Buyer entity involved in the Transaction. It is a subsidiary of A. O. Smith Corporation, USA. The aforesaid parties do not belong to promoter/promoter group/ group companies of HUL in any manner.
6.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length";	The Transaction does not fall within related party transactions.
7.	Whether the sale, lease or disposal of the undertaking is outside the Scheme of Arrangement? If yes, details of the same including compliance with regulation 37A of LODR Regulations	The proposed transaction does not form part of any Scheme of Arrangement. The proposed transaction is to be undertaken by way of a slump sale through a Business Transfer Agreement between the Company and A. O. Smith India Water Products Private Limited. Further, the "water purification business" proposed to be transferred does not meet the threshold limits of "Undertaking" in terms of Section 180(1)(a) of the Companies Act, 2013.



S. No.	Particulars	Description
		Accordingly, the provisions of Regulation 37A of LODR Regulations are not applicable in the present case.
8.	Additionally, in case of a slump sale, indicative disclosures provided for amalgamation/merger, shall be disclosed by the listed entity with respect to such slump sale.	Additional information given below
8 a.	Name of the entity(ies) forming part of the sale, details in brief such as, size, turnover etc.	Pl see line item at S. No. 1 above
8 b.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length"	Pl see line item at S. No. 6 above
8.c.	Area of Business of the entity(ies)	Seller - Hindustan Unilever Limited (the 'Company') is a public limited company. The Company is in the "fast moving consumer goods" (FMCG) business comprising primarily of Home Care, Beauty & Personal Care and Foods & Refreshment segments. Buyer - A. O. Smith India Water Products Private Limited which is a subsidiary of



S. No.	Particulars	Description
		U.S.-based A. O. Smith Corporation, a leading global water technology company.
8.d.	Rationale for slump sale	This is in line with our strategic intent to focus sharply on our core categories.
8.e.	In case of cash consideration – amount or otherwise share exchange ratio	Please see line item at S. No. 4 above
8.f.	Brief details of change in shareholding pattern (if any) of listed entity.	There will be no change in the shareholding pattern of HUL pursuant to the proposed slump sale.

HUL announces sale of Water Purification business, Pureit

Mumbai, 15 July 2024: Hindustan Unilever Limited (HUL) today announced that it has signed an agreement for the sale of its Pureit business in India. The business is being sold to A. O. Smith, a leading global water technology company.

Rohit Jawa, CEO & Managing Director of HUL, said: “This move is in line with our strategic intent to focus sharply on our core categories. Pureit provides essential water purification solutions to millions of loyal consumers, and I am confident the brand will thrive further under the ownership of A. O. Smith.”

Parag Kulkarni, president of A. O. Smith India Water Products Private Limited, said: “The Pureit brand, known for innovative water purification products, strong brand recognition and dedication to customer service, complements A. O. Smith’s geographic and channel presence. The Pureit team’s deep understanding of consumer needs and water treatment expertise adds tremendous strength to A. O. Smith in India, and we look forward to welcoming the Pureit team to the A. O. Smith family.”

The transaction is subject to customary closing conditions, and HUL will continue to manage the business until the completion of the transaction.

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About Pureit

Pureit was first launched in Chennai in 2004 with the introduction of Pureit Classic, a first-of-its-kind gravity-based water purifier to provide accessible and safe drinking water to millions. It was launched nationwide in 2008. It entered the Electric Water purification segment in 2011 and further strengthened its portfolio. Pureit continued to launch disruptive consumer-centric devices such as Copper RO – World’s first RO with patented Copper Charge™ technology in 2019. Later in 2022 and 2023, Pureit launched new platforms with FiltraPower™ and DURAViva™ technologies.

About Hindustan Unilever Limited (HUL)

Hindustan Unilever Limited (HUL) is India's largest Fast-Moving Consumer Goods company, with its products touching the lives of nine out of ten households in the country. HUL works to create a better future every day.

About A. O. Smith

Celebrating its 150th year of business, A. O. Smith Corporation, headquartered in Milwaukee, Wis., is a global leader applying innovative technology and energy-efficient solutions to products manufactured and marketed worldwide. Listed on the New York Stock Exchange (NYSE: AOS), the Company is one of the world's leading manufacturers of residential and commercial water heating equipment and boilers, as well as a manufacturer of water treatment products. For more information, visit www.aosmith.com.

Media enquiries: Mediacentre.hul@unilever.com