



Date: August 5, 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 acquired 6840 Shares of Helios Lifestyle Private Limited ("Helios") from an existing shareholder, which has resulted in increase in Company's stake in Helios from 45.96% to 48.49 %.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

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.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

Sl 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";	The Investee Company falls under the category of Associate Company, hence, the 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 45.96 % stake of Helios. Post acquisition of equity share, Company's stake in Helios will increase from 45.96 % to 48.49. %.
e	Brief details of any governmental or regulatory approvals required for the acquisition;	None
f	Indicative time period for completion of the acquisition;	5 th August 2021
g	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash



Sl 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;	2.53 % shareholding in the company
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>

