



emami\* limited

Date: 7<sup>th</sup> December, 2017

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

The Secretary  
The Calcutta Stock Exchange Limited  
7, Lyons Range  
Kolkata: 700001

Dear Sir ,

**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 agreed to make a strategic investment in Helios Lifestyle Private Limited (the "Investee Company") by subscribing to equity shares equivalent to 30% (thirty percent) of the issued and paid-up share capital of the Investee Company in two tranches by December 31, 2018. Towards this end, the Company has today i.e. 7<sup>th</sup> December, 2017 entered into the following agreements:

1. A share subscription agreement with the Investee Company and its existing shareholders to subscribe to equity shares equivalent to 30% (thirty percent) in aggregate of the issued and paid-up share capital of the Investee Company. The Company has today subscribed to equity shares representing 20.45% (twenty point forty-five percent) of the issued and paid-up share capital of the Investee Company and the balance will be acquired in the second tranche to be completed by December 31, 2018; and
2. A shareholders' agreement with the Investee Company and its existing shareholders to regulate the rights and obligations of the shareholders inter-se and for the internal management of the Investee Company.



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

A press release on the aforesaid acquisition is enclosed as Annexure -2 for your perusal and information.

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 regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

SI No	Particulars	
a	Name of the target entity	<b>Helios Lifestyle 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";	Not applicable
c	Industry to which the entity being acquired belongs;	Fast Moving Consumer Goods
d	Objects and effects of acquisition	The acquisition marks Emami's foray in the online male grooming segment which is growing at a rapid pace.
e	Brief details of any governmental or regulatory approvals required for the acquisition;	None
f	Indicative time period for completion of the acquisition;	December 31, 2018
g	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash



SI No	Particulars	
h	Cost of acquisition or the price at which the shares are acquired;	It is mutually agreed price, price of shares has not been disclosed due to reasons of confidentiality
I	Percentage of shareholding / control acquired and / or number of shares acquired;	30% (thirty percent) of the issued and paid-up share capital in aggregate. Emami Limited has today subscribed to equity shares representing 20.45% (twenty point forty-five percent) of issued and paid up share capital and the balance acquisition shall be made by December 31, 2018.
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>The Company was incorporated on 27th February 2013. Till August 2015, the Company was engaged in trading business activities.</p> <p>In September 2015, the Company launched a male grooming brand "The Man Company" (TMC) (the "Brand").</p> <p>The Company is owned by the following entrepreneurs :-</p> <p>Mr. Hitesh Dhingra, Mr. Rohit Chawla, Mr. Parvesh Bareja, and Mr. Bhisham Bhateja.</p> <p>The Brand caters to premium segment. It offers a head to toe range of grooming products for men which includes beard wash, beard oils, shampoos, soap bars, body wash, hair gels, etc.</p> <p>Presently, the Company is selling online through its own website and other e-commerce platform like Amazon, Flipkart,</p>



SI No	Particulars								
	<p data-bbox="703 222 858 254">Nykaa, etc.</p> <p data-bbox="703 306 1273 338">Turnover of last 3 (three) financial years:</p> <table data-bbox="703 348 1310 611"> <thead> <tr> <th data-bbox="703 348 906 380">Financial Year</th> <th data-bbox="986 348 1310 380">Amount (Rs. in Crore)</th> </tr> </thead> <tbody> <tr> <td data-bbox="703 390 823 422">2016-17</td> <td data-bbox="1046 390 1102 422">5.60</td> </tr> <tr> <td data-bbox="703 485 815 516">2015-16</td> <td data-bbox="1046 485 1102 516">1.10</td> </tr> <tr> <td data-bbox="703 579 815 611">2014-15</td> <td data-bbox="1054 579 1110 611">1.40</td> </tr> </tbody> </table>	Financial Year	Amount (Rs. in Crore)	2016-17	5.60	2015-16	1.10	2014-15	1.40
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## **Emami acquires strategic stake in Helios Lifestyle Pvt Ltd (“The Man Company”) *Enters the Online Male Grooming Segment***

**Kolkata, December 7, 2017:** Emami Limited, one of the leading FMCG companies in India, has announced a strategic investment in Helios Lifestyle Pvt Ltd (“Helios”) with an acquisition of 30% equity stake for an undisclosed consideration. Helios owns the fast-growing male grooming brand “The Man Company”. The equity stake will be acquired by December 31, 2018 through infusion of required funds in Helios.

“The Man Company”(TMC) offers a head-to-toe range of premium men’s grooming products in Bath & Body, Beard management, Shaving & Perfumes category. The products are currently sold online majorly through the company's own website – [www.themancompany.com](http://www.themancompany.com). All the products are based on premium essential oils and are free of harmful chemicals.

The acquisition of stake by Emami is significant as it marks the company’s entry in the fast growing online male grooming segment.

Male grooming products are becoming increasingly popular and the market is witnessing a rapid growth. Indian Men are becoming more & more conscious about their looks and they want to look well groomed and physically more appealing to get more attention and stand out in a clutter. The segment offers a huge headroom for innovation & growth. Emami is currently present in the male grooming segment through its brands Fair and Handsome and HE.

Mr Harsha V Agarwal, Director, Emami Ltd said, “We are very happy to announce this exciting partnership with Helios. We are quite impressed with the founders & their passion to make this business a success since its inception. Rapidly growing male grooming portfolio supported by digital marketing & online sales is an emerging growth segment in the FMCG space. This investment is in line with the company’s strategy of leveraging online opportunities brought about by rapid digitalisation which is the future and will also help us to be present in the premium end of growing male grooming segment.”

Commenting on the development, Mr Hitesh Dhingra, Co-founder & MD, Helios Lifestyle said, “Male grooming segment is hugely untapped in India. Barring few categories like fragrances, men end up using products meant for women. The space is being disrupted by start-ups globally using Digital medium as a platform for marketing and distribution. Within short span of time, TMC has





become a key player in online men's grooming segment in India and with the strategic association with Emami, we have found a perfect partner to help us accelerate our growth and take our brand to a new level"

"It is exciting to have Emami come on board as a strategic partner, who not only has very deep industry experience, but also believes in our vision to make The Man Company a global brand" added **Rohit Chawla, Co-founder, Helios Lifestyle.**

**Mr Harsha V Agarwal, Director, Emami Ltd. further added,** "With the growing demand of men's grooming products, many of the start-ups entered the male grooming segment in the last two years. However, they focus mainly on beard or any specific grooming segment of men. TMC is different from them as it provides complete product portfolio for men by offering head-to-toe range of grooming products."

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#### **About Helios Lifestyle:**

Helios owns "The Man Company", a fast-growing male grooming brand founded by entrepreneurs Hitesh Dhingra, Rohit Chawla, Parvesh Bareja and Bisham Bhateja in 2015. The Brand caters to the 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. Company is currently selling online through its own website ([www.themancompany.com](http://www.themancompany.com)) and other e-commerce platforms like Amazon, Flipkart, Nykaa, etc.

#### **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. Emami's leading power brands are Navratna, Boroplus, Zandu, Fair and Handsome and Kesh King.

Emami has a strong domestic distribution network of more than 3,500 distributors and 4,000 sub-distributors, with a direct reach across 725,000 retail 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, Srilanka, Egypt & Australia.

Emami is listed on the Indian Stock Exchanges and currently has a market capitalization of approximately USD 4.5 bn.

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**For further information, please contact :**

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