



Date – 30<sup>th</sup> August, 2024

The Manager - Listing  
**The National Stock Exchange of India Ltd.**  
Exchange Plaza, Plot No. C/1, G. Block  
Bandra Kurla Complex, Bandra (E)  
Mumbai – 400 051  
**Scrip Code: EMAMILTD**

The Manager - Listing  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001  
**Scrip Code: 531162**

**Re: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulation, 2015**

Dear Sir/ Madam,

This is to inform you that the board of directors of Emami Limited (the “**Company**”) at its meeting held today, i.e., 30 August 2024, has approved the acquisition by the Company of 1,33,572 equity shares of Rs. 10 each of Helios Lifestyle Private Limited (“**Helios**”) from its existing shareholders, representing 49.60% of the equity share capital of Helios (the “**Sale Shares**”). In this regard, the Company will execute: (a) a share purchase agreement (“**SPA**”) with Helios and the other existing shareholders of Helios for acquisition of the said shares; and (b) any other transaction related documents with Helios and the existing shareholders of Helios (collectively, the “**Transaction Documents**”). The completion of the transaction is subject to satisfaction of certain conditions precedent in accordance with the Transaction Documents. Currently, the Company holds 50.40% stake of Helios. Consequent upon the completion of the acquisition of the balance 1,33,572 equity shares, Helios will become a wholly owned subsidiary of the Company.

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

Further, pursuant to Regulation 30(8) of the SEBI (LODR) Regulations, the enclosed Disclosures will also 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**

**Sandeep Kumar Sultania**

**Company Secretary, Compliance Officer & VP-Sales Commercial**

**Membership No: A13546**

*(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**

| <b>Sl. No.</b> | <b>Particulars</b>  |  |
|----------------|---|--|
| a.             | Name of the target entity   | Helios Lifestyle Private Limited (“ <b>Helios</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?<br><br>If yes, nature of interest and details thereof and whether the same is done at “arms length”; | Helio falls under the category of a subsidiary company, hence, the acquisition will fall within related party transactions.<br><br>None of the promoter/promoter group / group companies of the Company have any interest in Helios, except to the extent of Helios being a subsidiary of the Company. |
| c.             | Industry to which the entity being acquired belongs;  | Fast Moving Consumer Goods   |
| d.             | Objects and effects of acquisition  | Currently, the Company holds 50.40% stake of Helios.<br>Post acquisition of the balance 1,33,572 equity shares, Helios will become a wholly owned subsidiary of the Company.   |
| e.             | Brief details of any governmental or regulatory approvals required for the acquisition;   | None   |
| f.             | Indicative time period for completion of the acquisition;   | Three months   |
| 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;  | The total purchase consideration to be paid for the acquisition of 1,33,572 equity shares (i.e., 49.60% stake) will be Rs. 177.63 Cr.  |
| i.      | Percentage of shareholding/ control acquired and/ or number of shares acquired;   | 133,572 equity shares, i.e. 49.60% stake 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 incorporated on 27<sup>th</sup> February, 2013, founded by Mr. Hitesh Dhingra, Mr. Parvesh Bareja and Mr. Bisham Bhateja.</p> <p>It manufactures and sells male grooming products under the brand name “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 &amp; hair care products, deodorant &amp; perfumes, etc.</p> <p>It has omni-channel presence and sells mainly in Indian market.</p> <p>Turnover of Helios:<br/>           INR 183 Cr. ( FY 2023-24);<br/>           INR 115 Cr. (FY 2022-23); and<br/>           INR 74 Cr. (FY 2021-22).</p> |