

Emami to Acquire 30% Stake in Helios Lifestyle

Deal size estimated to be around ₹30 crore, Emami will pick up stake in two tranches

Our Bureau

Kolkata: Emami Ltd is acquiring a 30% stake in Helios Lifestyle, which owns the online premium male grooming brand The Man Company, a company release said. While Emami did not disclose the deal size, industry estimates peg it at around Rs 25-30 crore.

Emami will pick up the stake in two tranches. On Thursday, it completed the first tranche of acquiring 20.45%, while the balance will be done by next one year.

There is also an option to acquire further stake, Emami Director Harsha V Agarwal said. He said that the company may also help in taking The Man Company's products offline and international through its distribution channel, and that there is scope to utilise Emami's internal resources like R&D.

The Man Company sells its range of premium male grooming products for bath and body, beard, shaving and perfume, through its website

and online marketplaces like Amazon, Flipkart and Nykaa, according to Emami's filings to the stock exchange. The filing stated that Helios' sales for last fiscal stood at Rs 5.6 crore. Emami is currently present in the male grooming segment through its two brands, Fair and Handsome, and HE, which operates in the mass segment.

"The deal is reflective of the three big future trends in FMCG – opportunity for premiumisation, the nascent male grooming market and online sales. While many startups were floated in the male grooming segment in last two years, they focus mainly on beard or any specific grooming segment of men. Helios has complete product portfolio for men," said Agarwal.

While the deal was announced after trading hours, Emami's share on Thursday closed at Rs 1,265.8, declining by 0.61% on the Bombay Stock Exchange (BSE).

Helios Lifestyle was founded in 2013, but was engaged in trading business till 2015, when it decided to launch The Man Company brand. The company is owned by four entrepreneurs.

Earlier this year, Marico had acquired a 45% stake in Beardo, another men's grooming brand selling beard oils, beard waxes, soaps and other beard grooming products.

