



Emami increases its stake in Helios Lifestyle Pvt Ltd (“The Man Company”)

Makes further investment in the fast growing Online Male Grooming Segment

Kolkata, 28th June, 2021: Emami Limited, one of the leading FMCG companies in India, has increased its **existing strategic stake of 33.09% to 45.96% in Helios Lifestyle Pvt Ltd (“Helios”)**. Emami had previously acquired 33.09% equity stake in Helios Lifestyle, known for its male grooming brand “The Man Company” (TMC) in two tranches, with one in December 2017 and the latter in February 2019.

This investment is in line with the company’s strategy of leveraging emerging online opportunities brought about by rapid digitization. With this investment, Emami has further strengthened its position as the largest shareholder of TMC.

Helios owns the fast-growing male grooming brand “The Man Company” (TMC) which offers a head-to-toe range of premium men’s grooming products in Bath & Body, Beard management, Shaving & Perfumes category. Company is having omni-channel presence across platforms and its products are sold through the company's own website as well as major e-commerce platforms, Lifestyle Modern Trade stores and premium outlets. The brand caters to the mass premium segment and all its products are free of harmful chemicals. TMC products are endorsed by the Bollywood superstar, Ayushmann Khurrana.

Indian men have become more & more conscious of their looks and they want to appear well-groomed and physically more appealing to attract more attention and stand out in a clutter. The segment offers a huge headroom for innovation & growth. This is well reflected in TMC’s performance as monthly revenues have increased by five times since Emami’s initial investment in December’17.

Mr Harsha V Agarwal, Director, Emami Ltd said, *“We are happy with our partnership with TMC and the growth the brand has delivered despite the unprecedented challenges in the last 1.5 years. The investment helps to accelerate our journey towards having a future ready male grooming portfolio and building an omni-channel premium brand particularly in the online space and lifestyle stores. The promoters bring in lot of passion with strong understanding of the online & digital space which are necessary for growing the business aggressively. This is also in line with our emerging focus on strategic investments in start-ups to incubate new engines of growth. This investment will further boost the growth engine of the company to accelerate its future growth process”.*



Mr Hitesh Dhingra, Co-founder & MD, Helios Lifestyle said, *“We have always been very excited about our strategic partnership. We are delighted to receive the much needed support from our strategic partner, Emami. Our strength of brand building through digital marketing, online selling and distribution coupled with Emami’s resource and knowledge will help us further scale new heights in near future.”*

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. In, 2019, the company acquired Creme 21, a German brand with strong roots & brand recall. Emami products are available in over 4.5 million retail outlets across India through its network of ~3250 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Katrina Kaif, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

With a market cap of more than Rs. 24,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamilttd.in for further information.

About Helios Lifestyle:

Helios owns “The Man Company”, a fast-growing male grooming brand founded by entrepreneurs Hitesh Dhingra, Parvesh Bareja and Bhisham Bhateja in 2015. The Brand caters to the mass 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. The Company’s products are sold through the company’s own website – www.themancompany.com, major e-commerce platforms (Amazon, Flipkart, Nykaa, etc), Lifestyle Modern Trade stores, (Shoppers stop, Central, Lifestyle) and premium outlets.

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