

## Emami Buys Sanitary Napkin Brand 'She Comfort'

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Emami on Friday said it has acquired 'She Comfort' brand of sanitary napkin from Mumbai-based Royal Hygiene Care, marking the Kolkata-based consumer products firm's foray into the ₹2,100-crore feminine hygiene space. While the maker of Boroplus antiseptic cream and Zandu balm did not share the deal size, two industry officials familiar with the development said it is worth around ₹40-50 crore.

ET broke the story on its website before the deal was announced, after trading hours. Emami director Harsha V Agarwal

said the 'She Comfort' offers synergy with the firm's businesses of personal and healthcare products and will add a new dimension to its portfolio.

**Emami Buys brand from Royal Hygiene Care; deal worth ₹40-50 crore**

She Comfort's annual sales last fiscal was ₹30 crore. The sanitary napkin market in India is dominated by P&G's Whisper, which enjoys more than 50% share, followed by Johnson & Johnson's Carefree and Stayfree brands and Unicharm's Sofy.

The category is growing 19% annually. Agarwal said the awareness of feminine hygiene is still not at an optimal stage in India. Emami has funded the acquisition through internal accruals. Its stock surged 1% on Friday to close at ₹508.35 on the Bombay Stock Exchange. The acquisition is in line with Emami's plans to diversify its portfolio and enter high growth categories.

Experts said Emami can use its strong distribution network in rural areas to grow She Comfort. "It's difficult to match established companies such as P&G. However, Emami could sell the product in rural markets," said Abneesh Roy, associate director at Edelweiss Securities.