



## Emami acquires stake in Tru Native F&B Pvt Ltd (“TruNativ”)

**Kolkata, March 5, 2022:** Emami Limited, one of the leading personal care and healthcare companies in India acquired **19% equity stake** in **Tru Native F&B Pvt Ltd** (“Tru Nativ F&B”) for an undisclosed consideration. **Tru Native F&B Pvt Ltd** markets **nutrition products** under the brand **“TruNativ”**.

Inspired by the Government’s vision of providing holistic nutrition to Indians under its POSHAN Abhiyaan, **“Tru Nativ F&B”** is a **nutrition Company dedicated towards empowering health and fitness enthusiasts with affordable and healthy food & beverage options**. As per 2017 survey, 73% of Indian are deficient in protein while above 90% are unaware of daily protein requirement. TruNativ focuses on solving the nutritional problems of Indian households by bridging the gap in protein intake through its products and offerings.

**“TruNativ F&B”** is a D2C business and its products are sold through its website and other e-commerce portals. The company aims to expand its footprint by selling through retail stores, supermarkets, etc.

**Mr Harsha V Agarwal, Director, Emami Ltd said,** *“We are delighted to announce our partnership with TruNativ through an investment in equity stake. With health & wellness being the buzzword for consumers today, we see tremendous potential in the nutrition segment. “TruNativ” product offerings are very unique as they are based on real consumer habits and issues. We are excited to enter this segment which is in line with our Investment strategy and look forward to add meaningful value to the brand.”*

Commenting on the development, **Mr Pranav Malhotra, founder, Tru Native F&B Pvt Ltd said,** *“The nation as a whole is moving towards a healthier lifestyle which has been further accelerated by the pandemic. As the consumers adopt a preventive approach, there has been a significant uptick in demand of protein, fibre, vitamins, etc along with healthy food substitutes. TruNativ is poised to take benefit of this evolving opportunity through its innovative products delivered in convenient forms. It is exciting to have Emami come on board as a partner, who not only has very deep industry experience, but also believes in our vision to make TruNativ a household brand”.*



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### **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 conceptualised and formulated based on age old Ayurvedic wisdom and modern laboratory practices. Emami's leading brands are Boroplus, Navratna, Zandu, Fair & Handsome and Kesh King among others. These are most popular household names and are market leaders in respective categories

Emami has a strong domestic distribution network of more than 3,500 distributors and 4,000 sub-distributors, with a direct reach across 900,000 retail outlets and overall reach to 45 lakh+ 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, Russia & Srilanka.

Emami is listed on the Indian Stock Exchanges and currently has a market capitalization of approximately USD 3 bn.

### **About Tru Native F&B Pvt Ltd:**

**TruNativ** is smart nutrition company dedicated to empowering health and fitness enthusiasts with affordable and healthy food & nutrition options. It aims to create more transparent, nutritionally balanced, and healthy alternatives for people who care about nature and health. Targeting different consumer segments, the company's product offerings are different from the ones available in the market as these products focus on daily households which were not targeted earlier. **TruNativ** is promoted by Mother & Son duo - Ms. Mamta Malhotra & Mr. Pranav Malhotra.

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