

News monitored for: Emami Group

## Emami plans to go aggressive on start-up investments



Kolkata-based Emami is on the lookout for acquisition opportunities that may even pave an entry into new categories. Acquisitions could be in the areas of healthcare and personal care where Emami has a presence and may also include new categories and segments. "We are open in terms of categories," said Harsha V Agarwal, director, Emami. As part of the strategy, the FMCG company may also look at investing in start-ups. Emami's journey of investing in start-ups began more than three years back when it invested in Helios Lifestyle, known for its male grooming brand, The Man Company (TMC). Months back, it increased its stake in the company to 45.96 per cent, consolidating its position as the largest shareholder of TMC.

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