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Emami Ltd's vice chairman & MD Harsha V Agarwal announced the partnership. MINT

## 1 Emami buys 26% in Axiom Ayurveda

**E**mami Ltd, a personal care and healthcare company, announced its foray into the juice category with the launch of "AloFruT", a fusion of aloe vera pulp and fruit blends.

The company acquired a 26% stake in Axiom Ayurveda Pvt Ltd, which markets AloFruT juices, for an undisclosed amount, according to an exchange filing.

"We are delighted to announce our partnership with Axiom Ayurveda through a strategic investment in equity. This marks our entry into the juice category with 'AloFruT'. With health & wellness being the buzzword for consumers today, we see tremendous potential in the segment," said Harsha V Agarwal, vice chairman & MD, Emami Ltd.

AloFruT juices are rich in vitamins, minerals, and essential amino acids and are available in multiple unique flavours. **MAYUR BHALERAO**