



**Date: 28<sup>th</sup> September 2023**

The Secretary  
**The National Stock Exchange of India Ltd.**  
Exchange Plaza, Plot No. C/1, G. Block  
Bandra Kurla Complex, Bandra (E)  
Mumbai: 400051  
**Scrip Code: EMAMILTD**

The Secretary  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai: 400001  
**Scrip Code: 531162**

Dear Sirs,

**Re: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulation, 2015**

This is to inform you that the Company has entered into definitive agreements today to acquire 26% of shareholding of Axiom Ayurveda Private Limited (“**Axiom**”) on a fully diluted basis, which owns the brand “**Alofrut**” - **a proprietary fusion of aloe vera pulp with fruit blend.**

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 alongwith is enclosed as Annexure -1.

Further, pursuant to Regulation 30(8) of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015 the enclosed Disclosures will be made available on the Company’s website at: <http://www.emamiltd.in/investor-info/>

Kindly take the same on record.

Thanking you,  
Yours faithfully,  
**For Emami Limited**

**Sandeep Sultania**  
**Company Secretary & VP- Sales Commercial**  
Encl. As above.

*Annexure -1*

**Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III to the Regulation 30 SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015**

<b>Sl No</b>	<b>Particulars</b>	
<b>A</b>	Name of the target entity	Axiom Ayurveda Private Limited (" <b>Axiom</b> ") and its associates, Axiom Food & Beverages Private Limited and Axiom Packwell Private Limited
<b>B</b>	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length";	The Investee Company is not a related party. None of the promoter/ promoter group/ group companies have any interest in the entity being acquired.
<b>C</b>	Industry to which the entity being acquired belongs;	Healthy Beverages
<b>D</b>	Objects and effects of acquisition	This investment is in line with Emami's strategy to invest in Health & Wellness segment and will also help Emami to enter into this growing segment.
<b>E</b>	Brief details of any governmental or regulatory approvals required for the acquisition;	None
<b>F</b>	Indicative time period for completion of the acquisition;	Acquisition of 26% of the paid-up share capital of Axiom on a fully diluted basis, through primary infusion and secondary buyouts, it is expected to be completed within one month.
<b>G</b>	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash

SI No	Particulars									
H	Cost of acquisition or the price at which the shares are acquired;	It is as per mutually agreed valuation, price of shares has not been disclosed due to reasons of confidentiality								
I	Percentage of shareholding / control acquired and / or number of shares acquired;	26% of the company on fully diluted basis								
J	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	<p>Axiom Ayurveda Private Limited, a company registered under the Companies Act was incorporated on November 14, 2019 in the state of Haryana. The CIN of the company is U24304HR2019PTC083572. The Company's registered office is situated at Ward no. 15, Rampur Sarsehri Road, Ambala Cantt, Haryana - 133006.</p> <p><b>Axiom which</b> has presence in Indian Market is a beverage company with a proprietary fusion of aloe vera pulp with fruit blend. It has other product portfolios in beverage segment &amp; personal care which contributes ~15-20% to the business.</p> <p>Mr. Rishabh Gupta &amp; Ms. Alisha Gupta are the founders of the company.</p> <p>Detail of Turnover of last 3 (three) financial years:</p> <table border="1"> <thead> <tr> <th>Financial Year</th> <th>Amount (Rs in Crore)</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td>129</td> </tr> <tr> <td>2021-22</td> <td>111</td> </tr> <tr> <td>2020-21</td> <td>72</td> </tr> </tbody> </table>	Financial Year	Amount (Rs in Crore)	2022-23	129	2021-22	111	2020-21	72
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