



Date: 28th February, 2024

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

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

Dear Sir/ Madam,

This is to inform you that Emami Limited has entered into an agreement for investment of Rs. 1.95 Crores (Rs. One crore ninety five lacs only), by way of subscription to the compulsorily convertible preference shares of "Cannis Lupus Services India Private Limited" ("Cannis"), its associate company.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 along 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.emamilttd.in/investor-info/>

Kindly take the same on record.

Thanking you,
Yours faithfully,
For Emami Limited

Sandeep Sultania
Company Secretary, Compliance Officer & VP - Sales Commercial
Membership No: A13546

(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

SI No	Particulars	
A	Name of the target entity	Cannis Lupus Services India Private Limited ("Cannis")
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 "arm's length";	Cannis is an Associate, hence, the related party. None of the promoter/ promoter group/ group companies have any interest in the entity.
C	Industry to which the entity being acquired belongs;	Pet care segment offering Ayurvedic/ herbal remedies for pets under the brand "Fur Ball Story".
D	Objects and effects of acquisition	Investment is in line with Emami's strategy and to meet the business requirements of Cannis.
E	Brief details of any governmental or regulatory approvals required for the acquisition;	None
F	Indicative time period for completion of the acquisition;	28 th February, 2024
G	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 CCPS has not been disclosed due to reasons of confidentiality.								
I	Percentage of shareholding / control acquired and / or number of shares acquired;	Presently, Emami Limited is holding 30% Equity Share Capital of Cannis. Emami Limited will hold 100% of CCPS of Cannis.								
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>Cannis Lupus Services India Private Limited, a Private Limited company incorporated on 1st May, 2019 under the Companies Act, 2013, and having its registered office at S-323, 1st Floor, Uppal Southend, Sector – 49, Sohna Road, Gurgaon – 122018, Haryana 122018.</p> <p>The Company has presence in India and is engaged in the business of services for pets and is launching medicinal, food, supplements and other complimentary products for pets.</p> <p>Mr. Animesh Katiyar and Ms. Srishti Sharma are the founders of Cannis.</p> <p>Turnover of last 3 (three) financial years:</p> <table border="1"> <thead> <tr> <th>Financial Year</th> <th>Amount (Rs. in Lacs)</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td>46</td> </tr> <tr> <td>2021-22</td> <td>22</td> </tr> <tr> <td>2020-21</td> <td>19</td> </tr> </tbody> </table>	Financial Year	Amount (Rs. in Lacs)	2022-23	46	2021-22	22	2020-21	19
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