

Published Date:	8 Oct 2024	Publication:	The Hindu Business Line [New Delhi]
Journalist:	Meenakshi Verma Ambwani	Page No:	2
MAV/CCM:	76,529/37.15	Circulation:	39,085

Emami ‘open to acquisitions’

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1 Home-grown FMCG major Emami said it is scouting for inorganic growth including partnership with D2C brands as well as acquisitions. The company is bullish on rural demand trends.

Speaking at the sidelines of a FICCI event, Harsha Agarwal, Vice-Chairman and MD, Emami told *businessline*, “We are always looking at new inorganic opportunities. We have already invested in many D2C companies with the idea that if they do well, we bring them into the Emami fold. Going forward, we will continue to look at acquisitions, be it outright acquisitions or partnering with D2C companies that are doing exciting things in the consumer space.”



Harsha Agarwal, Vice-Chairman & MD, Emami

The company recently acquired the remaining 49.6 per cent stake in Helios Lifestyle, which owns the men’s grooming brand, the Man Company.

It also increased stake in Brillare Science to 100 per cent, making it a wholly owned subsidiary. In the past too, it has made strategic investments in segments such as juices and pet care among others.

“We are looking at inorganic growth opportunities of different sizes. In terms of categories, we are in personal care and health care; so we are open to acquisitions in these spaces. We continue to look at new opportunities in health food, nutrition and pet care,” Agarwal said.

DEMAND UPTICK

In its FY24 report, the company stated that about 45 per cent of its topline is generated from acquired brands.

Agarwal noted that all the new age channels including quick commerce, e-commerce and modern trade have been rapidly growing. The company expects to see 4-5 times growth in quick commerce over the next two years.

Responding to a query on rural growth, he said, “We have seen improvement in rural demand.”