

Date: 17<sup>th</sup> July, 2025

The Manager – Listing  
**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 Manager - Listing  
**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 an agreement with Cannis Lupus Services India Private Limited, an associate company, engaged in pet care segment, for subscription of Optionally Convertible Debentures. Details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') read with SEBI Circular SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11<sup>th</sup> November, 2024 are enclosed as Annexure -1.

The disclosure 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**

**Ashok Purohit**  
**Company Secretary & Compliance Officer**

*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>	
A	Name of the target entity; details in brief such as size, turnover etc.;	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 "arms length";	Cannis is an associate company of Emami Limited, hence the related party. None of the promoter/ promoter group/ group companies have any interest in the entity being acquired.
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 impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity);	Investment is in line with Emami's strategy
E	Brief details of any governmental or regulatory approvals required for the acquisition;	None
F	Indicative time period for completion of the acquisition;	17 <sup>th</sup> July 2025.

Sl. No	Particulars									
G	Nature of consideration - whether cash consideration or share swap and details of the same;	(a) Conversion of existing intercorporate loans aggregating to Rs 8.23 crores (approx.) into optionally convertible debentures (“OCDs”). (b) Fresh infusion of fund of Rs. 4 crores by way of subscription to OCDs.								
H	Cost of acquisition or the price at which the shares are acquired;	Optionally convertible debentures will be subscribed to at face value.								
I	Percentage of shareholding / control acquired and / or number of shares acquired;	At present, Emami Limited holds 9,516 equity shares and 4,348 preference shares in the Company.								
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 (CIN U74999HR2019PTC080076) is a Private Limited company incorporated on 1<sup>st</sup> May, 2019, under the Companies Act, 2013, and having its registered office at B – 504, Unitech Business Zone, Sector 50, Nirvana Country, South City 2, Gurugram – 122018.</p> <p>Cannis is engaged in the business of services for pets and are 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 Cannis for last 3 (three) financial years:</p> <table><tr><th>Financial Year</th><th>Amount (Rs in Lacs )</th></tr><tr><td>2024-25</td><td>510</td></tr><tr><td>2023-24</td><td>666</td></tr><tr><td>2022-23</td><td>46</td></tr></table>	Financial Year	Amount (Rs in Lacs )	2024-25	510	2023-24	666	2022-23	46
Financial Year	Amount (Rs in Lacs )									
2024-25	510									
2023-24	666									
2022-23	46									