

Emami Limited Acquires Majority Stake in Vedic and SkinKraft, Strengthening Play in Personalised BPC Segment

Kolkata, May 7, 2026: Emami Limited, a leading player in India's personal care, and healthcare space, has entered into a definitive agreement to acquire an **60% stake** (on a fully diluted basis) in **IncNut Digital Pvt. Ltd. ("IncNut")**, along with its subsidiaries and associates. The transaction, valued at Rs.321cr., includes performance-linked adjustments over a 24-month period. Further, Emami would acquire the remaining stake in IncNut Digital within next 4 and half years in two tranches from current closing at a consideration to be determined as per agreed matrix on future performances.



IncNut is among India's early players in the personalised beauty and personal care segment, operating through its flagship brands **Vedix** and **SkinKraft**. Built on a foundation of data-driven

personalisation and scientific formulation, both brands have established strong direct-to-consumer platforms delivering data-driven, customised haircare and skincare solutions tailored to individual customer needs, profiles, and desired outcomes.



Vedix integrates time-tested Ayurvedic principles with modern data analytics to offer formulations tailored to individual *prakriti* and lifestyle parameters. **SkinKraft**, on the other hand, adopts a dermatology-led approach, leveraging clinically validated ingredients to address specific skin and hair concerns. Together, these brands have built **strong consumer affinity, high repeat engagement, and a differentiated positioning** in a rapidly evolving category driven by growing consumer demand for personalised, outcome-oriented solutions.

Mr Harsha Vardhan Agarwal, Vice Chairman & MD, Emami Ltd said, *"This investment represents a strategic step in strengthening our presence in the high-growth beauty and personal care segment. While the broader BPC market continues to expand, meaningful differentiation remains limited, with only a few players offering deeply personalised, outcome-driven solutions. As consumer preferences increasingly shift towards efficacy and customisation, we see personalised beauty as a significant long-term growth opportunity in India and globally."*

Vedix and SkinKraft will strengthen our Beauty and Personal Care portfolio by adding personalised, science-led offerings across Ayurveda and dermatology. Alongside The Man Company and Brillare, this acquisition strengthens our presence across high-growth BPC segments, aligns with our strategy of building a future-ready, consumer-centric portfolio, and positions us to capture the next phase of consumer demand. We are excited to partner with the founders and management team to scale these brands to the next phase of growth."

Commenting on the development, **Mr Chaitanya Nallan, Founder & CEO, IncNut Digital Pvt Ltd** said, *“This partnership with Emami represents a key turning point for Vedix and SkinKraft. Leveraging Emami’s deep-rooted consumer expertise and strong execution capabilities, we will fast-track innovation, scale our reach significantly, and lead the evolution of the personalised beauty industry.”*

About Emami Limited:

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 550 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, went on to acquire ‘Dermicool’, one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 5.4 million retail outlets across India through its network of 3400+ distributors and its global footprint spans over 70 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal and many others over the years.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamilttd.in for further information.

About IncNut:

IncNut Digital is a Hyderabad-based media and commerce company founded in 2011, specializing in personalized beauty, wellness, and parenting content and products. It further expanded into customised D2C brands such as Vedix and SkinKraft.

Built on a foundation of data-driven diagnostics, AI-led assessments, and customised formulations, the company introduced a new approach to beauty and personal care by moving away from one-size-fits-all products toward personalised regimens tailored to individual consumer needs. Vedix combines Ayurvedic principles with personalisation to deliver customised haircare and wellness solutions, while SkinKraft follows a dermatology-backed, science-led approach to personalised skincare and haircare. Together, the brands have established strong category leadership in India’s personalised beauty and grooming segment, supported by high consumer engagement, subscription-led adoption, and strong repeat usage

For further information, please contact:

Mahasweta Sen

Head -Corporate Communication

Email: mahasweta.sen@emamigroup.com