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FMCG major Emami to acquire 60% stake in IncNut Digital for ₹321 crore

Our Bureau
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FMCG major Emami said it has entered into a definitive agreement to acquire a 60 per cent stake in IncNut Digital, engaged in the personalised beauty and personal care (BPC) segment with flagship brands Vedix and SkinKraft, for a cash consideration of ₹321 crore.

In a stock exchange filing, Emami said it would acquire the remaining stake in Hyderabad-based IncNut within the next four-and-a-half years in two tranches from the current closing, at a consideration to be determined as per agreed matrix on future performances.

The acquisition of the 60 per cent stake on a fully-diluted basis in IncNut Digital is subject to adjustment, basis the second year of performance. Consequent upon



the transaction, the firm and its subsidiary IncNut Lifestyle Retail will become subsidiaries of Emami.

D2C PLATFORM

IncNut's brands Vedix and SkinKraft have established strong direct-to-consumer platforms delivering data-driven, customised haircare and skincare solutions. Vedix integrates Ayurvedic principles with modern data analytics to offer formulations, while SkinKraft adopts a dermatology-led approach.

According to Harsha Vardhan Agarwal, Vice-Chairman and MD, Emami, Vedix and SkinKraft will strengthen the company's BPC portfolio by

adding personalised, science-led offerings across Ayurveda and dermatology. Alongside The Man Company and Brillare, this acquisition strengthens its presence across high-growth BPC segments, aligns with its strategy of building a future-ready and consumer-centric portfolio.

Chaitanya Nallan, Founder and CEO, IncNut Digital, said the partnership with Emami represented 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," Nallan added.

Consolidated turnover of IncNut Digital stood at ₹175.1 crore for FY25 as against ₹196.5 crore for FY24.