



## **EMAMI ANNOUNCES IT'S FORAY IN NATURAL & ORGANIC PERSONAL CARE PRODUCTS Acquires controlling stake in Fravin Pty Ltd., Australia**

**Kolkata, 22<sup>nd</sup> January, 2015** : **Emami Limited**, one of the leading personal and healthcare FMCG companies in India has **acquired controlling stake (66.67%)** in **Fravin Pty Ltd.**, along with its **3 subsidiaries** through Emami International FZE, a subsidiary of Emami Ltd. **Fravin Pty Ltd.**, based in **Australia** has major strengths in **R&D and manufacture of natural and organic personal care products**. This international acquisition marks Emami's entry into the fast growing natural and organic Personal Care segment and is in line with the company's strategy to be present in sectors with high growth potential.

*"The Fravin acquisition is in sync with the Company's strategy to grow aggressively through both organic and inorganic routes in India and overseas. This is a significant step for the organisation as the acquisition marks Emami's entry into organic personal care products, where we were not present earlier. The market for organic personal care products is growing at rapid pace across the world. The global market for organic products which was over USD 7.6 billion in 2013, is expected to double in six years."* said **Harsh Agarwal, Director, Emami Ltd.**

*Mr Agarwal further added, "Rising concerns for health safety, increasing green consciousness and growing awareness of the consumers about the hazards of using products with synthetic chemicals have fuelled the demand for organic personal care products. The acquisition of the Fravin Group specialising in formulations of organic products with many international certifications emphasises our core belief in usage of safe and natural products."*

Promoted by the leading Trichologist and a World Master Hairdresser **Peter Francis**, the **Fravin Group manufactures a full range of hair care and skin care products that are certified organic by various certification bodies in Australia and United States** such as Australian Certified Organic (ACO), the United States Department of Agriculture (USDA) and many more. The Group has major strength in R&D of various advanced technology like Trans follicular Anti-Ageing serums, etc. Fravin Group has been the proud recipient of many international prestigious awards as recognition of the high standard and quality of its products. The Company's leading brand; **"Abache Organics"** was awarded the **1st place in the "Green Formulations" category at the "Sustainable Beauty Awards 2014" held in Paris, France.**

**Peter Francis, Managing Director, Fravin Pty Ltd** said *"We are very enthusiastic to be associated with a global company like Emami. There are strong synergies between the two companies. With Emami's strong marketing network and our R&D capabilities and advanced technologies, we expect to take Abache brands to new heights."*



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The Group has its R&D and manufacturing facility in Adelaide, Australia. The Group also manufactures a range of organic personal care products 'eco.kid' especially developed & formulated for children.

Fravin will be a part of Emami's International business division, which contributes around 14% to the total FMCG business. Emami has presence in over 60 countries across the world.

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**About Emami Group:**

**Emami: (NSE: Emami Ltd, BSE: 531162)**, is the flagship company of the Rs.10,000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 260 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandiChyawanprash and new brands like 'HE' Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The products from Emami are available in 4 million retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 63 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 19% over the last 5 years. Over the years Emami's products have been endorsed by celebrities like legendary actor Amitabh Bachchan, Madhuri Dikshit, Shah Rukh Khan, Kareena Kapoor Khan, Hrithik Roshan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Kangana Ranaut, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It has significant presence with leadership positions in diversified industries such as Paper - Emami Paper Mills, India's largest newsprint manufacturer; Bio Diesel and Edible Oil - Emami Biotech, largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips, world's 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; Retail – Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. It also has presence in Solar Power. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

Please visit [www.emamiltd.in](http://www.emamiltd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information.

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