



## **EMAMI ACQUIRES 'SHE COMFORT' BRAND MARKS FORAY INTO FEMININE HYGIENE SPACE**

**Kolkata, June 20, 2014** : Emami Ltd, one of the leading FMCG companies in India, today entered into an agreement with Mumbai-based Royal Hygiene Care Pvt Ltd (RHCPL) to acquire 'She Comfort' brand of sanitary napkin. This marks Emami's foray into Feminine Hygiene space.

*"We are very happy to announce the acquisition of 'She Comfort' brand, one of the top five brands in its category in India. The brand offers synergy with our businesses of personal & healthcare products and will add a new dimension to our existing portfolio. The acquisition of 'She Comfort' is part of an aggressive strategy to strengthen our presence significantly in the personal & healthcare segment",* said Mr Harsha V Agarwal, Director, Emami Ltd.

Commenting on the development, Mr Rakesh Kaul, Director, RHPCL said *"She Comfort is a brand that has strong potential in the feminine hygiene category with its superior quality and variety of products to suit every woman's needs. We are confident of Emami taking the brand to reach its true potential and we welcome this association."*

*"The acquisition of 'She Comfort' brand is a part of our inorganic growth strategy and is being funded through internal accruals",* said Mr N H Bhansali, CEO – Finance, Strategy & Business Development, Emami Limited.

With an aim to build on its core strength and expand further in the wellness space, Emami is focused to seize opportunities with its acquisition of 'She Comfort'. *"Awareness of feminine hygiene is still not at an optimal stage in India. The sanitary napkin market is currently a low penetrated category. However, with growing literacy and awareness of healthy lifestyle, more and more new consumers are entering this segment, fuelling the growth tremendously and presenting us with an opportunity that we wish to leverage. With the acquisition of 'She Comfort', we wish to educate our consumers on the benefits of feminine hygiene by offering best of quality products at affordable prices. We plan to use our well entrenched distribution network to reach out to our consumers in both rural and urban markets"* Mr Harsha V Agarwal added.

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Sanitary Napkin with a current market size of over Rs.2100 crores is a growing category with low penetration and is growing at 19%. Although a relatively new entrant, 'She Comfort' with its differentiated positioning of 'rash free', has been able to make its presence felt in a market dominated by multinationals and garner a good consumer base and trials due to excellent product quality. 'She Comfort' offers a wide range of comfortable, easy to use, quality sanitary napkins available in various sizes, thickness and dimensions to suit the requirement of every woman.

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#### **About Emami Group:**

**Emami:** (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.7000 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 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 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 personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Hrithik Roshan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. The Group is also present in sectors such as Newsprint - **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**. 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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