



# SCALING OPS, ONE BUYOUT AT A TIME

Thirteen acquisitions, nine since 2007, have powered Emami into a ₹2,217 crore business that has a presence in 60 countries

Year	Acquired company / brand	Area of business	Remarks
2015 (Jun)	Kesh King	Ayurvedic hair care	Emami acquired Kesh King and allied brands for ₹1651 crore to strengthen its hair and scalp care business.
2015 (Jan)	Fravin Pty Ltd (66.67% stake)	Natural and organic personal care products	Emami enters natural and organic personal care segment.
2014 (Sep)	Rasoi Vanaspati	Cooking oil	Emami Agrotech, the edible oil and bio-diesel arm of the group, acquired the Kolkata-based vanaspati brand.
2014 (Jun)	She Comfort	Sanitary napkin	The acquisition of the brand from Mumbai-based Royal Hygiene Care Pvt. Ltd marked Emami's foray into the feminine hygiene space.
2011	Pharma Derm	Manufacturing unit	Emami acquired the stake in the Egypt-based manufacturing company through Emami Overseas FZE, an indirect subsidiary. It now holds a 90.6% stake in Pharma Derm SAE Co.
2011	King & Co.	Homeopathy medicine manufacturing	King & Co. offers generic homeopathic products, such as mother tinctures and dilutions, apart from special formulations like Livin, Cassina, Sprano and Dermaton. This helped Emami enter the homeopathic space.
2009	Lakhi Bilas	Hair oil brand	A century-old hair oil brand owned by M.L. Bose & Co., Lakhi Bilas had become a forgotten story since it stopped production two decades ago due to family issues and management problems. The red hair oil probably hit the market in the 19th century and was a great favourite with women in Bengal.
2008	Zandu Pharmaceuticals Works Ltd	Ayurvedic medicines	A 100-year-old, Mumbai-based family-owned business of renowned Ayurveda and healthcare products company.
2007	M. Bhattacharyya	Homeopathy medicine manufacturing	One of the oldest names in the world of homeopathy medicines in India. It was formerly known as Economic Pharmacy and changed its name to M. Bhattacharyya & Co. Pvt. Ltd in 1915. The Kolkata-based company was founded in 1889 by Mahesh Chandra Bhattacharyya, an Indian philanthropist.
1994	CRI Tips	Manufacturer of ball point tips	Originally a manufacturer of cash registers, the company, post its acquisition by Emami, was transformed into a specialized company that creates and designs ball point pen tips for leading writing instrument brands of the world. It is today the fourth largest ball point pen tip manufacturer globally.
1994	Gulmohar Paper Mills	Paper mills	Emami Paper Mills Ltd acquired this paper mill located at Dakhineswar, Kolkata. It was merged with Emami Paper in 2000.
1993	Frank Ross	Pharmaceutical company	Frank Ross, a more-than-century-old iconic brand, was acquired as a sick unit and transformed into a successful and growing pharma retail business. It currently has more than 100 stores.
1978	Himani Ltd	Cosmetics Manufacturing	A sick 100-year-old company that manufactured cosmetics enjoyed good brand equity. The company had a factory in Kolkata. Himani was later merged with Emami Ltd in 1998.

## FINANCIAL PERFORMANCE (in ₹ crore)

