



# EMAMI ACQUIRES “DERMICOOL”

**Consolidates presence in Prickly Heat Powder & Cool Talc category**

**Kolkata, March 25<sup>th</sup> 2022:** **Emami Limited** announces the acquisition of “Dermicool”, one of the leading brands in Prickly Heat Powder and Cool Talc category **from Reckitt** for a total consideration of ₹ 432 crores excluding taxes & duties. The acquisition is funded through internal accruals and is subject to customary closing conditions.

The brand is popular for providing cooling and respite from prickly heat caused during summer season and has high consumer connect through its marketing campaign jingle, ‘**Aaya Mausam Thande Thande Dermicool Ka**’. It commands ~20% market share in the high growth and low penetrated category. Combined with Emami’s Navratna Cool Talc, Emami will become leader in this niche category which would also help realise synergetic benefits and optimize costs.

**Harsha V Agarwal, Director, Emami Limited said,** *“We are very happy to announce the acquisition of Dermicool brand which offers great synergy with our existing businesses and is a perfect strategic fit. It will strengthen our presence to make us #1 in the prickly heat powder & cool talc category. With increasing global warming and soaring summer temperatures, such problem solution niche products are poised for strong growth in future.”*

Emami, as one of its core business strategies, has always been open to growth through inorganic route. The Company considers acquisitions that not only add value and have synergy with the current line of businesses, but also offer opportunities for the organization to be present in categories that have high growth potential. Zandu, Kesh King and German brand Creme 21 are some of the brands or businesses acquired by the Company in the past few years.

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## **About Emami Limited**

Emami is one of the leading FMCG Companies in India in Personal & Healthcare Space and is the flagship company of the diversified Emami Group of Companies. It is engaged in the business of manufacturing and marketing personal care, healthcare and beauty products. The Company’s



portfolio comprises more than 300 products conceptualised and formulated based on age old Ayurvedic wisdom and modern laboratory practices.

Emami's leading brands are Boroplus, Navratna, Zandu, Fair & Handsome and Kesh King among others. These are most popular household names and are market leaders in respective categories

Emami has a strong domestic distribution network of more than 3,500 distributors and 4,000 sub-distributors, with a direct reach across 900,000 retail outlets and overall reach to 45 lakh+ outlets.

Emami also exports to over 60 countries and has a strong presence in Russia, CIS, GCC, SAARC and African countries. It has subsidiaries in UAE, Bangladesh, Russia & Srilanka.

Emami is listed on the Indian Stock Exchanges and currently has a market capitalization of approximately USD 3 bn. Please visit [www.emamilttd.in](http://www.emamilttd.in) for further information.

### **About Dermicool**

Dermicool is one of the leading brands in India in the Prickly Heat Talc Powder Segment with ~20% market share. It is an iconic brand with strong brand equity and high recall value.

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