



Emami acquires strategic stake in Petcare Start-up “Cannis Lupus Services India Pvt Ltd”

Kolkata, July 21, 2022: Emami Limited, one of the leading personal care and healthcare companies in India announced today of having acquired 30% stake in a pet-care start-up “Cannis Lupus Services India Private Limited”.

With increasing awareness of the overall health benefits that natural products offer, consumers today are more inclined towards use of such natural and ayurvedic products. Chemical free products which are good for humans are also good for pets. This preference for ‘wellness products’ gets naturally extended to the house pets who are an integral part of a family. The extensive knowledge and experience of pet care and pet training acquired by Cannis Lupus over the years would be helpful in developing and scaling up the business soon. Cannis Lupus under the brand “**Fur Ball Story**” would thus be focusing on the fast-growing pet care segment with its Ayurvedic range of solutions for common and recurrent ailments in pets, especially dogs.

Mr Harsha V Agarwal, Vice Chairman & Managing Director, Emami Ltd said, “We are delighted to announce our partnership with Cannis Lupus. Petcare segment in India is witnessing rapid growth. With rising disposable income, more number of people are getting house pets, especially dogs. Further, with increasing awareness of the psychological & physical benefits of having a pet at home, people have started gradually identifying themselves as ‘pet parents’ rather than being just ‘pet owners’. They are also looking for best treatments for common ailments faced by their pet children, especially in the form of ayurvedic and herbal remedies. The brand, “Fur Ball Story” offers unique Ayurvedic products for well-being of the pets and meets the emerging consumer needs and aspirations.”

Commenting on the development, **Mr Animesh Katiyar, Founder, Cannis Lupus Services India Private Ltd** said, “We are excited to have Emami Limited on board with us. I have closely been associated with pets since long and am extremely passionate about them. The mindset of people in India is changing fast from being just pet owners to pet parents and as a result, they are today more concerned of their pet-children’s well-being. Animals in their natural habitat heal themselves with whatever is available in nature. This is a natural process. However, the products available in the market currently are full of toxic chemicals,



which harm the pets in the long run. Fur Ball Story is our attempt to address this problem by providing Ayurvedic solutions for common ailments to house pets, especially dogs.”

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, went on to acquire ‘Dermicool’, one of the leading Prickly Heat and Cool Talc brands of India. Emami products are available in over 4.9 million retail outlets across India through its network of ~2800 distributors and its global footprint spans over 60 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Late Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, etc over the years.

With a market cap of over Rs.20,000 crores, Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamilttd.in for further information.

About Cannis Lupus Services India Private Limited

Cannis Lupus Services India Private Limited is a start-up in the pet care segment offering Ayurvedic remedies for pets under the brand “**Fur Ball Story**”. It is using a wide range of plants and herbs to formulate the best of medicines that will help not just in physical, but mental healing of animals as well.

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