



EMAMI FORAYS INTO JUICE CATEGORY WITH 'ALOFRUT' Acquires Strategic Stake in Axiom Ayurveda

Kolkata, September 28th, 2023: Emami Limited, one of the leading personal care and healthcare companies in India **announced its foray into juice category** with 'AloFrut' through strategic investment in **Axiom Ayurveda Pvt Ltd** ("Axiom") and its subsidiaries/associates by acquiring **26% equity stake** for an undisclosed amount. **Axiom markets beverage products under the brand "AloFrut".**

AloFrut juices are the most refreshing and healthy fusion of aloe vera pulp and fruit blends. Aloe vera is known worldwide as a rich source of vitamins, minerals and essential amino acids. It is available in multiple unique flavours. Apart from AloFrut, which constitutes the key business of the Axiom Ayurveda, the company has a unique range of carbonated beverages that includes mocktails and energy drinks. It is also present in Ayurvedic healthcare juice segment under the Jeevan Ras brand. The Company has its own manufacturing facility in Ambala, Haryana and is setting up a fully automated state-of-the-art modern new facility in Jammu (Kathua) at a cost Rs.160 cr. AloFrut has a strong market presence across General Trade, Government Institutions, Modern Trade & E-Commerce platforms.

Mr Harsha V Agarwal, Vice Chairman & MD, Emami Ltd said, "We are delighted to announce our partnership with Axiom Ayurveda through a strategic investment in equity. This marks our entry into the juice category with 'AloFrut'. With health & wellness being the buzzword for consumers today, we see tremendous potential in the segment. "AloFrut" product offering is very unique as these beverages are based on Aloe pulp inclusion in fruit juice which provides a perfect mix of taste and health together. We are excited to be present in this category which is in line with our corporate growth strategy to invest in categories or brands that not only have synergy with our existing business but offer potential for growth. We look forward to add meaningful value to the brand."

Commenting on the development, **Mr Rishabh Gupta, Founder, Axiom Ayurveda Pvt Ltd said,** "Now-a-days consumers are moving away from the carbonated beverages and are looking for a healthier alternative with an equal importance to taste. Considering this trend where consumer is focussing on taste and health, we have tried to offer a perfect blend of the same which is a big differentiator from other beverage company offerings. We strongly believe in the potential that our brand has to offer. It is exciting to have Emami come on board as a strategic partner with wide industry experience who shares our vision to make Alofrut a leader brand."



Axiom Ayurveda was felicitated with 'Award of Excellence' by National MSME Awards in the hands of Hon'ble Prime Minister, Shri Narendra Modi in 2022. The Company was also ranked as a winner of the top 100 SME's of India in 2019 and its brand, Alofrut was awarded as the Most Trusted Brand of India in 2022.

About Emamj 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 450 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 in 2022. Emami products are available in over 4.9 million retail outlets across India through its network of 4000+ distributors and its global footprint spans over 70 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, Shah Rukh Khan, Salman Khan, Hrithik Roshan, 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, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal and many others over the years.

With a market cap of ~ ₹22,500 crores, Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamilttd.in for further information.

About Axiom Ayurveda Pvt Ltd:

In 1995, Dr. Hemlata Gupta incorporated Axiom Ayurveda. The firm started with Ayurvedic nasal drops, *Mukti Gold* range of Ayurvedic beauty products and herbal juices under the brand *Axiom-Jeevan Ras*. In 2009, Rishabh Gupta, joined the family business and in 2015 launched the **Alofrut** brand –a **proprietary fusion of Alo vera pulp with fruit blends**. Company manufactures fruit juices under the brand "AloFrut", herbal juices under the brand "Jeevan Ras" and beauty products under the brand "Mukti Gold". Company has its own manufacturing facility in Ambala and an upcoming facility in Jammu (Kathua).

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