

# Emami to acquire complete stake in Axiom Ayurveda Pvt Ltd (“Alofrut”)

**Acquisition to be closed within 3 months  
Marks Emami’s formal entry into the Beverage sector**

**Kolkata, April 02, 2026 :** Emami Limited, a leading player in India’s personal care and healthcare sector, has executed a definitive agreement on 1<sup>st</sup> April, 2026, to acquire the remaining ~73.5% stake in **Axiom Ayurveda Pvt. Ltd. (“Axiom”)** subject to completion of customary closing conditions.

In the first tranche, Emami acquired ~36.7% additional stake (existing stake ~26.5%). While the definitive agreement was executed yesterday, the acquisition is expected to be completed in a phased manner over the next three months, in accordance with the terms of the agreement and applicable regulatory requirements. The transaction, approved by the Board of Directors of Emami Limited, involves an aggregate consideration not exceeding Rs.200 crores.



**Axiom’s portfolio includes beverage products under the brand “AloFrut”, health juices under the brand “Axiom Jeevan Ras”, and beauty products under the brand “Mukti Gold”.**

**AloFrut** juices with aloe vera pulp is 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, company has other interesting products like mocktails, energy drinks, ayurvedic juices, etc. Alofrut has strong market presence across General Trade and Government Institutions.

**Mr Harsha Vardhan Agarwal, Vice Chairman & MD, Emami Ltd said,** “Our growth strategy is centered on building presence in emerging, high-opportunity categories that align with evolving consumer preferences, particularly in the health and wellness space. Our partnership with Axiom over the past two and half years has provided us with valuable insights and strengthened our conviction in this segment.

“With the completion of the acquisition, we bring Axiom fully into the Emami fold, marking our formal entry into the fast-growing & huge beverage segment. Axiom is a profitable and growing company, expected to achieve a topline of around Rs.180 crore in FY26. This aligns with our strategy of leveraging multiple growth levers, where strategic investments in new-age, synergistic segments complement our core businesses to drive future growth.”

Commenting on the development, **Mr Rishabh Gupta, Founder, Axiom Ayurveda Pvt Ltd said**, “Consumers today are increasingly moving away from carbonated beverages and seeking healthier alternatives without compromising on taste. At Axiom, we have always focused on delivering a differentiated offering that combines health and taste, which has been central to our journey and that makes us different from other beverage companies.

I am confident that Emami is the right partner to take Axiom into its next phase of growth. With its deep industry expertise, strong capabilities, and alignment with the brand’s vision, Emami is well-positioned to scale the company further and unlock its full potential”.

As Axiom enters its next phase of growth under Emami’s leadership, the company has onboarded **Mr. Harkirat Bedi** (formerly Vice President & Business Head at Dabur Nepal) as the **Chief Executive Officer of Axiom Ayurveda Pvt. Ltd.** His appointment is expected to further strengthen the leadership team and accelerate the company’s expansion in the health and wellness beverage segment.

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#### **About Emami Limited:**

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 550 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 5.4 million retail outlets across India through its network of 3400+ 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.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit [www.emamilttd.in](http://www.emamilttd.in) for further information.

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#### **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’.

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