



Ref: SEC/SE/2025-26
March 02, 2026

To,
Corporate Relations Department
BSE Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai- 400001

Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block, Bandra Kurla Complex
Bandra (E), Mumbai – 400051

BSE Scrip Code: 500096

NSE Scrip Symbol: DABUR

Sub: Press Release

Dear Sir/Madam,

In compliance with SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to enclose a copy of Press Release being issued by the Company today i.e. Monday, March 02, 2026.

This is for your information and records.

Thanking You,

Yours faithfully,
For **Dabur India Limited**

(Ashok Kumar Jain)
Group Company Secretary and Chief Compliance Officer

Encl: as above



Dabur Invests in RAS Beauty

To acquire minority stake in luxury skincare D2C company for Rs 60 Cr

New Delhi, March 2nd, 2026: As a part of the recently launched Dabur Ventures initiative, Dabur India Limited today announced that it has signed a definitive agreement to acquire minority stake in new-age luxury skincare D2C company RAS Beauty Private Limited.

Founded by three women -- Shubhika Jain, her sister Suramya Jain and their mother Sangeeta Jain, RAS Beauty is a Raipur-based digital first, fast growing "Farm-to-Face" luxury skincare brand with a strong presence in the natural beauty segment. RAS's key products, which include face elixirs, serums, and moisturisers, are infused with essential oils and nature-derived actives. The brand has built robust equity through its focus on clean, sustainable sourcing, made possible through in-house R&D and manufacturing capability. The company has demonstrated strong growth momentum with a 3-year CAGR of around 75% with an ARR of approximately Rs 100 Crore and high gross margin.

Dabur India Ltd Executive Director – Group Head Corporate Strategy, Mr. Abhinav Dhall, said: *"We are very impressed with the passion and commitment with which Shubhika Jain and her family have built RAS Beauty always keeping the consumer at the forefront. RAS offers a distinct skincare value proposition at the confluence of nature, science and luxury. We believe that the premium beauty segment will witness strong growth in the coming decade and RAS Beauty is well positioned to capture the emerging opportunity."*

RAS Beauty is the first investment from Dabur Ventures, which was launched in October 2025 with an intent to acquire stake in high-potential, new-age D2C businesses that demonstrate strong growth potential and are closely aligned with Dabur's long-term strategic vision. Dabur plans to invest ~Rs 60 Crore in RAS Beauty.

RAS Beauty Private Limited co-founder and CEO Ms Shubhika Jain said: "We have been inspired by Dabur's 141-year legacy of building purpose-led, trusted consumer brands. Dabur has proved that nature, science, and consumer trust can coexist at scale, and that is exactly what we are building at RAS. This investment will enable us to accelerate our omnichannel presence, deepen our R&D capabilities, and invest in brand and team building, all in pursuit of our longer-term goal of making RAS a leading name in Indian luxury skincare, at home and globally, while staying true to our core values."

About Dabur Ventures

Dabur Ventures is the investment platform of Dabur India Limited, the world's largest Ayurvedic and Natural Health Care Company. Dabur Ventures has been set up with a capital allocation of Rs 500 Crore to back progressive ventures in Personal Care, Health Care, Wellness Foods, Beverages, and Ayurveda.

For further information, Please Contact:

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