emami limited

Date: 2nd June 2015

The Secretary
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G. Block
Bandra Kurla Complex, Bandra (E)
Mumbai: 400051

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai: 400001

The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata: 700001

Dear Sirs,

Sub: Compliance under clause 36 of the Listing Agreement

This is to inform you that today the Company has entered into an agreement with Mr Sanjeev Juneja to acquire his hair & scalp care business under the **'Kesh King' and allied brands**. The transaction envisages transfer of the business as a going concern on a slump sale basis and will include brand portfolio of ayurvedic medicinal oil, herbal shampoo & conditioner and ayurvedic capsules along with its respective formulations and all related assets, rights and liabilities including working capital for a total consideration of Rs 1651 Crores. The acquisition process is expected to be completed in a month's time.

Promoters / Promoter group / Group Companies do not have any interest in the above acquisition and the acquisition does not fall in related party transaction.

This is for your information and record.

Thanking you,

For Emami Limited

A K Joshi
Company Secretary & AVP-Legal