emami limited

Date: 22nd June 2018

The Secretary
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
1st Floor, Dalal Street
Mumbai – 400 001
Scrip Code: 531642

The Secretary
Listing Department
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
Scrip Symbol : EMAMILTD

The Secretary
Listing Department
The Calcutta Stock Exchange Ltd
7, Lyons Range, Kolkata 700 001

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

This is to inform you that M/S Emami International FZE, a wholly owned Subsidiary of the Company based at Dubai has made an investment in M/S Loli Beauty Inc., Delaware USA (the "**Investee Company**") by subscribing to 12,28,261 Series Seed Prime Preferred Stock (SSPPS) which will result in stake of 7.54 % in the Investee Company and an Investment agreement with the Investee Company and its existing shareholders has been executed.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 is enclosed as Annexure -1.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For Emami Limited

A K Joshi
Company Secretary & VP- Legal

Encl. As above.

Annexure -1

Disclosure under regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Sl No	Particulars	
a	Name of the target entity	**LOLI BEAUTY Inc., Delaware, USA**
b	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arms length";	Target Company is not a related party. Emami International FZE, the wholly owned subsidiary Company and one of the Promoters of the Company have made investment in acquiring stake of 7.54% and 1.33% respectively in the Target Company.
c	Industry to which the entity being acquired belongs;	Fast Moving Consumer Goods. LOLI Beauty INC deals in Natural & Organic Personal care product with BIY (Blend-It-Yourself) concept.
d	Objects and effects of acquisition	The total investment made by the WOS will result in stake of 7.54 % in the Investee Company on a fully diluted basis.
e	Brief details of any governmental or regulatory approvals required for the acquisition;	None
f	Indicative time period for completion of the acquisition;	Not applicable
g	Nature of consideration - whether cash consideration or share swap and details of the same;	Cash
h	Cost of acquisition or the price at which the shares are acquired;	US$ 5,65,000
i	Percentage of shareholding / control acquired and / or number of shares acquired;	12,28,261 Series Seed Prime Preferred Stock which will result in stake of 7.54 % in the Target Company.
j	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief);	Incorporated on 25th July 2014 and promoted by Ms. Tina Hedges. LOLI is a beauty care brand having do It yourself concept, which allows customers to blend and mix their own skin, hair and body products at home, using food grade ingredients. There was no significant operation / business activities since incorporation of the target entity; therefore, financials of 3 years are not provided.

For Emami Limited

Company Secretary & VP-Legal