

7<sup>th</sup> May, 2026

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

The Manager – Listing  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001  
**Scrip Code: 531162**

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

Dear Sir/ Madam,

This is to inform you that the Board of Directors of Emami Limited (the “Company”) at its meeting held today, i.e., 7<sup>th</sup> May, 2026, has approved the execution of a Share Subscription and Purchase Agreement (‘SSPA’) for acquiring stake in IncNut Digital Private Limited (‘IncNut Digital’).

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, are enclosed as **Annexure-1**.

The meeting concluded at 11:10 a.m.

The same is also available on the Company’s website at [www.emamiltd.in](http://www.emamiltd.in).

This is for your information and record.

Thanking you,

Yours faithfully,

**For Emami Limited**

**Ravi Varma**  
**Company Secretary and Compliance Officer**  
**Membership No: F9531**  
*(Encl: As above)*

## ANNEXURE -1

### **Disclosure under sub-para (1) [i.e. Acquisition(s) (including agreement to acquire)] of Para (A) of Part (A) of Schedule III to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Sl. No.	Particulars	
a.	Name of the target entity, details in brief such as size, turnover etc.	IncNut Digital Private Limited (IncNut Digital)  IncNut Digital is having its wholly owned subsidiary- IncNut Lifestyle Retail Private Limited, engaged in personalised beauty and personal care segment, operating through its flagship brands Vedix and SkinKraft.  Other information provided in Sl. (j)
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”;	The proposed transaction does not fall within the purview of related party transactions.  None of the promoter/promoter group / group companies of the Company have any interest in the proposed transaction.
c.	Industry to which the entity being acquired belongs;	Personalised beauty and personal care products
d.	Objects and effects of acquisition	The proposed transaction reinforces the presence of Emami Limited across high-growth BPC segments and positions well for the next phase of consumer demand.
e.	Brief details of any governmental or regulatory approvals required for the acquisition;	NA
f.	Indicative time period for completion of the acquisition.	Acquisition of 60% stake on fully diluted basis in IncNut Digital is likely to be completed within 30 days, subject to customary closing conditions and terms of the SSPA.
g.	Consideration - whether cash consideration or share swap and details of the same;	Cash

Sl. No.	Particulars	
h.	Cost of acquisition or the price at which the shares are acquired;	Aggregate consideration of up to Rs. 321 crores (Rupees Three Hundred and Twenty One crores) towards acquisition of 60% stake in IncNut Digital.
i.	Percentage of shareholding/control acquired and/ or number of shares acquired;	<p>Acquisition of 60% stake on a fully diluted basis in IncNut Digital which is subject to adjustment basis 2<sup>nd</sup> year of performance. Consequent upon the above-mentioned transaction, IncNut Digital and its subsidiary IncNut Lifestyle Retail Private Limited will become subsidiaries of Emami Limited.</p> <p>Additionally, the Company would acquire the remaining stake in IncNut Digital within next 4 and half years in two tranches from current closing at a consideration to be determined as per agreed matrix on future performances</p>
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);	<p>IncNut Digital Private Limited, a company registered under the Companies Act, 2013 was incorporated on 4<sup>th</sup> July, 2011, in the State of Telangana. IncNut Lifestyle Retail Private Limited, a company registered under the Companies Act, 2013 was incorporated on 21st May, 2018, in the State of Telangana and is engaged in personalised beauty and personal care segment, operating through its flagship brands Vedix and SkinKraft.</p> <p><u>Consolidated Turnover of IncNut Digital Private Limited:</u>  Rs. 175.1 Cr. (FY 2024-25);  Rs. 196.5 Cr. (FY 2023-24); and  Rs. 231.9 Cr. (FY 2022-23).</p>