



PATANJALI FOODS LIMITED

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CIN-L15140MH1986PLC038536



PFL/2024

October 09, 2024

To
BSE Ltd.
Floor No. 25,
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai – 400 001

National Stock Exchange of India Ltd.,
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (E),
Mumbai – 400 051

BSE Scrip Code: 500368

NSE Symbol: PATANJALI

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sirs/Madam,

Further to our letter dated July 01, 2024, August 05, 2024 and pursuant to the provisions of Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**Listing Regulations**”), we may inform you that the Competition Commission of India has approved Company’s acquisition of Home and Personal Care Business of Patanjali Ayurved Limited.

The press release being issued by the Company in this regard is attached for your records.

Thanking you,

Yours Faithfully,

For Patanjali Foods Limited

Ramji Lal
Gupta
Digitally signed
by Ramji Lal
Gupta
Date: 2024.10.09
15:18:45 +05'30'

Ramji Lal Gupta
Company Secretary

Encl.: Press Release

Press Release

CCI approves acquisition of Home & Personal care business by Patanjali Foods Limited

The Competition Commission of India (CCI) on Tuesday approved the proposed Rs. 1,100/- crore deal of Patanjali Foods Limited (Company) to acquire the Home and Personal Care (“HPC”) business of Patanjali Ayurved Limited (PAL).

The approval shall accelerate the Company’s transition into a leading FMCG company. The HPC business comprising of dental care, skin care, home care and hair care has a strong brand equity in India’s FMCG space. It enjoys a loyal consumer base across the country and the acquisition shall strengthen the company’s existing FMCG product portfolio with an array of marquee brands and is expected to contribute positively to growth in revenue and EBITDA.

The shareholders of the Company have already approved the acquisition on 4th August, 2024 pursuant to approval of the Board of Directors of the Company.

The HPC Business of PAL is being acquired on a going concern basis and includes all the assets and liabilities attributable to the business, relevant employees, distribution network, contracts, licenses, permits, consents, and approvals integral to this operation (hereafter referred to as the “Business Undertaking”). Further, the Company also acknowledges the value of the intellectual properties of the HPC Business’ product portfolio and its market importance. Accordingly, the Company and PAL have also agreed to enter into a licensing agreement permitting the Company to use the trademarks and associated intellectual property rights, owned by PAL, that relate to the product portfolio of the HPC Business.

The transfer of the HPC business has been mutually negotiated between the Company and PAL for a lump sum consideration of INR 1100,00,00,000/- (Rupees Eleven Hundred Crores only) which shall be subject to customary closing date adjustments and on such other terms as set out in the business transfer agreement executed between the Company and PAL. Separately, a licensing arrangement for a 3 % turnover based fee along with other conditions has been agreed between the Company and PAL.

The acquisition will lead to a consolidation of ‘Patanjali’ brand FMCG products portfolio as part of growing business of Patanjali Foods Limited. The acquisition will bring along with it multiple key synergies for the Company in terms of brand equity and enhancements, product innovations, cost optimisation, infrastructure & operational efficiencies and positive impact on market share. This is the company’s fourth acquisition in last 3 years. With this acquisition, the company has reaffirmed its position to be a strong FMCG company in its journey towards becoming a major player in the FMCG space.