

**SECRETARIAL DEPARTMENT**

Jekegram, Pokhran Road No. 1, Thane (W) - 400 606  
Maharashtra, India  
CIN No.: L17117MH1925PLC001208  
Tel: (91-22) 4036 7000 / 6152 7000  
Fax: (91-22) 2541 2805  
www.raymond.in

August 17, 2017

To,  
The Department of Corporate Services - CRD  
BSE Ltd.  
P.J. Towers, Dalal Street,  
Mumbai 400 001  
Fax No. 22722037 / 39 / 41  
Scrip Code: 500330

The National Stock Exchange of India Ltd  
Exchange Plaza, 5<sup>th</sup> Floor,  
Bandra-Kurla Complex  
Bandra (East)  
MUMBAI 400 051  
Fax No. 6641 8125/26  
Scrip Code: RAYMOND EQ

Luxembourg Stock Exchange  
Societe De La De Luxembourg Societe,  
35A, Boulevard Joseph II,  
L-1840 Luxembourg

Dear Sirs,

Sub: **MEDIA RELEASE**

Further to our letter dated August 17, 2017, we enclose a copy of Media Release titled 'Raymond Group Acquires Ansell's stake in Brand Kamasutra'.

You are requested to take the same on record.

Thanking you,  
Yours faithfully,  
for Raymond Limited



Thomas Fernandes  
Director – Secretarial  
& Company Secretary

**CORPORATE OFFICE**

Mahindra Towers, Pandurang Budhkar Marg,  
B Wing, Worli, Mumbai - 400 018  
Tel: (022) 4034 9999 / 6152 9999  
Fax: (022) 2493 9036 / 2492 5084

**REGISTERED OFFICE**

Plot No. 156/H No. 2, Village Zadgaon,  
Ratnagiri - 415 612, Maharashtra  
Tel: (02352) 232514  
Fax: (02352) 232513

# Raymond Group Acquires Ansell's stake in Brand Kamasutra

***Strengthens its FMCG presence with full ownership of Brand Kamasutra***

- ✓ ***Acquires 50% of Ansell stake in JK Ansell Company for 100% ownership of its Sexual Wellness, personal care business under KamaSutra***
- ✓ ***A positive development which consolidates Raymond presence in FMCG Business***
- ✓ ***Transaction will draw synergies across FMCG Businesses that already has JK Helene Curtis, a group company of Raymond***
- ✓ ***JK Ansell sells its non-core B2B Surgical Gloves business to Pacific Dunlop Holdings (Singapore) Pte. Ltd. (Ansell group company)***

---

**Thursday, 17<sup>th</sup> August, 2017:** - Raymond Group - the leading manufacturer, marketer and retailer of worsted suiting fabrics & ready to wear apparel, today announced the acquisition of Ansell's stake in a joint venture entity known as JK Ansell Pvt. Ltd. With this transaction, the Sexual Wellness and Personal care business will continue to remain in JK Ansell which will become a wholly owned subsidiary of J.K. Investo Trade (India) Limited ("JKIT"), a Raymond Group Company. As per the proposed deal, JKIT sells its stake in the gloves business to Pacific Dunlop Holdings (Singapore) Pte. Ltd. (Ansell Group Company).

This acquisition will pave the way for Raymond to further scale up the FMCG Business and unlock the immense potential of Brand KamaSutra globally. Raymond announced the formation of its FMCG group last year with a vision to be a player of choice amongst the new India, offering Premium products for Personal and Home Care categories.

Commenting on this development, Gautam Hari Singhania, Chairman & Managing Director, Raymond Limited said, ***"As a part of our Raymond Re-Imagined journey, scaling up and creating a strong FMCG business is an important driver of value creation for the group. This acquisition of Ansell's 50% stake gives us the full ownership of Brand KamaSutra that strengthens our FMCG portfolio and is a step towards value creation."***

KamaSutra being an iconic brand that was created 25 years ago, heralded a new revolution in the sexual wellness space in the country and till date commands a top of the mind recall in the

category. Having successfully extended into the deodorant category, KS Deos have been amongst the fastest growing brand in this space with KS Spark being the No. 1 variant in the Aerosol segment.

Giriraj Bagri, President - FMCG Business, Raymond Limited added, ***"With this acquisition combined FMCG business is expected to be Rs 800 crore consumer value in FY18. This gives us the scale and opportunity to rejuvenate our FMCG brands and strengthen sales & distribution network. Having outlined a detailed roadmap, Brand KamaSutra is poised to become Top 5 global brands in the Sexual Wellness category."***

Raymond Group forayed into the FMCG business in the year 1964 through its subsidiary JK Helene Curtis Ltd. and is instrumental in launching various products in the male grooming space such as Park Avenue range of fragrances, soaps, shampoos, shaving foam and gel and a host of Homecare product offerings from Premium.

Commenting on this development Sanjay Bahl, Group CFO, Raymond Limited said, ***"This acquisition allows us to structure our FMCG businesses to unlock cost and revenue synergies with our other company JK Helene Curtis leading to a profitable growth."***

Raymond FMCG Business currently has a strong retail presence through 0.25 million retail outlets including 90,000 pharmacies in the country and exports to South East Asia, Middle East and Africa. Given the strong hold in Institutional sales, the business is a preferred supplier to over 100 Institutions in the country.

#### **About Raymond Limited**

Raymond is India's largest integrated worsted suiting manufacturer that offers end-to-end solutions for fabrics and garmenting. Over the years, Raymond has been synonymous with quality, innovation and market leadership. It has some of the leading brands within its portfolio – Raymond Ready To Wear, Park Avenue, ColorPlus, Parx, Raymond Made To Measure amongst others. Raymond has one of the largest exclusive retail networks in the country with over 1000 stores across 400 towns.

As a part of the diversified Group, we also have business interests in men's accessories, personal grooming & toiletries, prophylactics, engineering and auto components across national and international markets. Having enjoyed the patronage of over a billion consumers, Raymond as a brand has been consistently delivering world class quality products to its consumers over the past nine decades.

Visit us today at <https://raymondnext.com/> to witness how we cater to the needs of 'The Complete Man'.

#### **For more information, please contact:**

Rohit Khanna  
Mobile No: +91 9320499499  
[rohit.khanna@raymond.in](mailto:rohit.khanna@raymond.in)

Bratin Roy  
+91 9833868621  
[bratin.roy@raymond.in](mailto:bratin.roy@raymond.in)