



Ref: SEC/SE/2016-17/44
Date: 17.05.2017

To,
Corporate Relation Department
Bombay Stock Exchange Ltd.
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai – 400 001.

National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No. C/1, G Block Bandra – Kurla Complex
Bandra (E)
Mumbai – 400 051.

Metropolitan Stock Exchange of India Ltd (MSEI)
4th Floor, Vibgyor Towers, Plot No. C-62
G-Block, Opposite Trident Hotel,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400098

Re: Information regarding Share Purchase Agreement entered by Step down Subsidiary

Dear Sir,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that our step down wholly owned subsidiary – Dabur South Africa (Pty) Ltd. have entered into a share purchase agreement today i.e. May 17, 2017 to acquire the below mentioned entities on or before June 01, 2018.

- (i). D and A Cosmetics Proprietary Limited, a company incorporated and registered in accordance with the laws of the Republic of South Africa and
- (ii). Atlanta Body & Health Products Proprietary Limited, a company incorporated and registered in accordance with the laws of the Republic of South Africa.

The details as required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are attached herewith as Annexure 1 and 2.

Updates regarding the completion of the above acquisition shall be informed to you at the appropriate time.

This is for your information and records.

Thanking you,

Yours faithfully
For Dabur India Limited


(A.K. Jain)
V P (Finance) and Company Secretary
SA

Encl: a/a



Details regarding acquisition of D AND A Cosmetics Proprietary Limited

Sr. No.	Particulars	Details of Information
(a).	Name of the Target Company, details in brief such as size, turnover etc.	D AND A Cosmetics Proprietary Limited (Registration No. 2016/279119/07), company incorporated and registered in accordance with the laws of the Republic of South Africa. Turnover South African Rand 24 Mln (2016).
(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"	NO
(c).	Industry to which the entity being acquired belongs	Business of development, manufacturing, packaging and sale of personal care products, Hair Care and Creams
(d).	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target company, if its business is outside the main line of business of the Company)	The business of the target company is in line with the main business of the Company
(e).	Brief details of any governmental or regulatory approvals required for the acquisition	NIL
(f).	Indicatives time period for completion of the registration	on or before 1 st June, 2018
(g).	Nature of consideration – whether cash consideration or share swap and details of the same	Cash consideration
(h).	Cost of acquisition or the price at which the shares are acquired	South African Rand 47,940,000 (being the total price at which shares are being acquired)
(i).	Percentage of shareholding/control acquired and /or number of shares acquired;	100%
(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);	D and A Cosmetics CC was incorporated and registered in South Africa on 5 th July, 2000 under the Close Corporation Act as a close corporation with registration number 2000/036016/23. On 28 June 2016, D and A Cosmetics CC converted from a close corporation to a private company, now known as D AND A Cosmetics Proprietary Limited ("D&A").





The registered address and head office of D&A is 1 Ajax Crescent, Cambridge, East London, 5247 (in South Africa)

The issued share capital is held as follows: (i) 90% by Mr Anthony Bodenstein; and (ii) 10% by A J Bodenstein Family Trust.

The Long and Lasting Brand is owned by D&A.

D&A is engaged in the business of development, manufacturing, packaging and sale and distribution of personal care products, Hair Care and Creams to wholesale and retail customers within South Africa, as well as Namibia, Swaziland, Botswana and Lesotho.

D&A has a factory in East London (in South Africa) for manufacturing, packing, sales and distribution of the entire Long & Lasting brand products. D&A is setup using 2 adjacent rented buildings to give sufficient space for the various activities required.

Registered sales of the company are South African Rand 19 Mln, 22 Mln & 24 Mln respectively in FY 2014, FY 2015 & FY 2016.

D&A has its presence in South Africa, Namibia, Swaziland, Botswana and Lesotho.





Details regarding acquisition of Atlanta Body & Health Products Proprietary Limited

Sr. No.	Particulars	Details of Information
(a).	Name of the Target Company, details in brief such as size, turnover etc.	Atlanta Body & Health Products Proprietary Limited (Registration No. 2016/236555/07), a company incorporated and registered in accordance with the laws of the Republic of South Africa. Turnover South African Rand 2.9 Mln (2016)
(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"	NO
(c).	Industry to which the entity being acquired belongs	business of sale of personal care products, Hair Care and Creams
(d).	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target company, if its business is outside the main line of business of the Company)	The business of the target company is in line with the main business of the Company
(e).	Brief details of any governmental or regulatory approvals required for the acquisition	NIL
(f).	Indicatives time period for completion of the registration	On or before 1 st June, 2018
(g).	Nature of consideration – whether cash consideration or share swap and details of the same	Cash consideration
(h).	Cost of acquisition or the price at which the shares are acquired	South African Rand 2,060,000 (being the total price at which shares are being acquired)
(i).	Percentage of shareholding/control acquired and /or number of shares acquired;	100%
(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);	Atlanta Body and Health Products CC was incorporated and registered in South Africa on 23 rd February, 1995 under the Close Corporation Act as a close corporation with registration number 1995/007032/23. On 6 th June, 2016 Atlanta Body and Health Products CC converted from a close corporation to a private company, now known as Atlanta Body and Health Products Proprietary Limited ("Atlanta").





		<p>The entire issued share capital of Atlanta is held by Mr. Anthony Bodenstein.</p> <p>The registered address and head office of Atlanta is 1 Ajax Crescent, Cambridge, East London, 5247 (in South Africa).</p> <p>Atlanta is engaged in the business of sales and distribution of Long & Lasting brand products for Salons in South Africa.</p> <p>Atlanta has generated revenue of South African Rand 1.6 Mln, 2.8 Mln & 2.9 Mln respectively in the FY 2014, FY 2015 & FY 2016.</p>
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