



Ref: SEC/SE/2016-17/45  
Date: 19.05.2017

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)  
4<sup>th</sup> Floor, Vibgyor Towers, Plot No. C-62  
G-Block, Opposite Trident Hotel,  
Bandra Kurla Complex, Bandra (E),  
**Mumbai – 400098**

**Re: Disclosure of Material Event/information under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir,

In continuation to our letter dated May 17, 2017 regarding the acquisition of –

- (i). D and A Cosmetics Proprietary Limited, and
- (ii). Atlanta Body & Health Products Proprietary Limited.

please find enclosed the copy of presentation to be shared with our investors.

The same shall also be uploaded on the website of the Company i.e. [www.dabur.com](http://www.dabur.com).

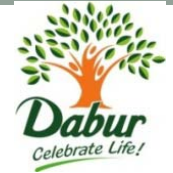
This is for your information and records.

Thanking you,

Yours faithfully  
For Dabur India Limited

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

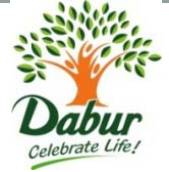
Encl: a/a



# Acquisition of D & A Cosmetics and Atlanta Body & Health Products

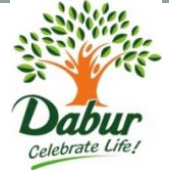
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DABUR INDIA LTD



# Company Overview

- Dabur announced the acquisition of D&A Cosmetics Proprietary Ltd and Atlanta Body and Health Products Proprietary Ltd. on 17<sup>th</sup> May 2017
- Dabur South Africa (Pty) Ltd. has entered into Share Purchase Agreement to acquire 100% shareholding of both entities on or before 1<sup>st</sup> June 2018
- Both companies are owned by Bodenstein Family of South Africa
- The Companies operate the brand '**Long & Lasting**' which offers a range of hair care products to African consumers
- Total consideration for the acquisition is ZAR 50 million (USD 3.7 million)



# Company Overview

## D&A Cosmetics

- Owns the brand '**Long & Lasting**'
- In the business of manufacturing and sale of African hair care products
- Owns a manufacturing unit in East London, South Africa
- Sales in South Africa, Namibia, Swaziland, Botswana and Lesotho
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## Atlanta Body and Health Products

- Distribution and sale of Long & Lasting products to the Salon Channel
- Reaches around 3000 salons
- Products manufactured by D&A Cosmetics

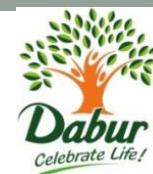
# Product Range

Long & Lasting is a range of quality African hair care products created by a qualified pharmacist and launched more than 18 years ago

- Aftercare
- Weaves
- Relaxers
- Braids
- Dreads
- Treatments
- Serums



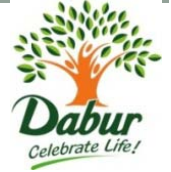
For more details pls visit [www.longandlasting.co.za](http://www.longandlasting.co.za)



# Financials

	Sales (FY16)
D&A Cosmetics	ZAR 24.0 mn
Atlanta Body and Health	ZAR 2.9 mn

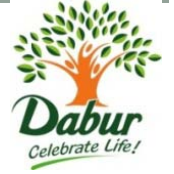
- D&A Cosmetics has a strong financial profile with EBITDA margin of 14%
- Purchase Consideration of ZAR 50 million is approx. 2x Sales and 13x EBITDA



# Rationale for Acquisition

## Acquisition to help expand Dabur's hair care business in Africa

- **Distribution synergies**
  - Long & Lasting has a strong presence in Salon Channel, which will be leveraged for ORS products
  - ORS has a strong presence in Modern Trade in South Africa which will be leveraged to scale up Long & Lasting range
- **Expand customer base**
  - Target new consumer base in the mid-tier segment, since Long & Lasting's product are priced in the mid-tier segment
  - Additional products such as serums and sprays to supplement portfolio
- **Opportunity in other markets**
  - Brand has the potential to tap other regions viz. West and East Africa where we are building localized infrastructure
- **Manufacturing**
  - The company has manufacturing capabilities that will strengthen localized manufacturing for South Africa region



**Thank You**