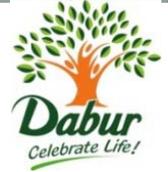


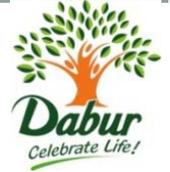
Acquisition of D & A Cosmetics and Atlanta Body & Health Products

DABUR INDIA LTD



Company Overview

- Dabur announced the acquisition of D&A Cosmetics Proprietary Ltd and Atlanta Body and Health Products Proprietary Ltd. on 17th May 2017
- Dabur South Africa (Pty) Ltd. has entered into Share Purchase Agreement to acquire 100% shareholding of both entities on or before 1st 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
-

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



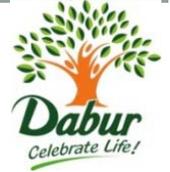
For more details pls visit www.longandlasting.co.za



Financials

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

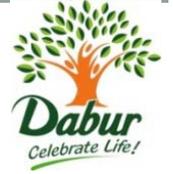
- D&A Cosmetics has a strong financial profile with EBITDA margin of 14%
- Purchase Consideration of ZAR 50 million is approx. 2x Sales and 13x EBITDA



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