

Avendus Capital advises Reckitt on the sale of Dermicool to Emami

March 2022 • Mumbai



DEAL VALUE	Undisclosed
SERVICE	Mergers & Acquisitions
SECTOR	Digital, Technology & Consumer

Emami Limited announces the acquisition of “**Dermicool**”, one of the leading brands in the prickly heat powder and cool talc category, from Reckitt. The transaction is subject to customary closing conditions.

Avendus Capital was the exclusive financial advisor to Reckitt on this transaction.

The brand is popular for providing cooling and respite from prickly heat caused during summer season and has high consumer connect through its marketing campaign jingle, ‘Aaya Mausam Thande Thande Dermicool Ka’. It commands ~20% market share in the high growth and low penetrated category. Combined with Emami’s Navratna Cool Talc, Emami will become a leader in this niche category which would also help realize synergetic benefits and optimize costs.

Abha Agarwal, Executive Director and Co-head, Consumer, FIG & Business Services, Avendus Capital said, “It is an honor to advise one of the world’s leading FMCG players on this transaction. Reckitt’s leading prickly heat powder brand, Dermicool is synonymous with providing cooling relief in the summer. I’m sure that it will continue to scale new heights under Emami.”

About Avendus

Avendus Group is a leading financial services firm with a presence in the areas of Investment Banking, Institutional Equities, Wealth Management, Credit Solutions and Asset Management. Established in 1999 in Mumbai, India, Avendus is today present in 10 cities across India, US and Singapore. Avendus partners with the Indian entrepreneur ecosystem to provide differentiated solutions that enable clients to meet their strategic aspirations.

Avendus Capital, the investment banking arm, is consistently ranked among the top investment banks in the country on the back of its in-depth domain understanding and a best in the class track record of domestic and cross-border transactions. Avendus’ wide range of clients is testimony to its ability to serve its corporates

throughout their life cycle – from growth stage funding to large-sized transactions, M&A advisory and access to public markets.

Avendus Capital Inc located in New York is an Avendus Group entity offering M&A and Private Equity syndication services to clients in the US.

For more information, please visit www.avendus.com

Deal Release

Contact: Lynette D'souza
Tel: +91 9920847823
Email: lynette.dsouza@avendus.com

Avendus Capital Private Limited

Regd. Office: 901, Platina, 9th Floor, Plot No. C-59,
Bandra Kurla Complex, Bandra (E),
Mumbai 400051