

VWASH ACQUISITION

HUL Inks Pact with Glenmark

Our Bureau

Mumbai: Hindustan Unilever has signed a deal to acquire intimate hygiene brand VWash from Glenmark Pharmaceuticals for an undisclosed amount.

The deal includes intellectual property rights including trademarks, design and knowhow but not manufacturing units of the brand, HUL said on Monday.

The country's largest consumer products maker will make an upfront cash payment to Glenmark upon completion of the transaction, besides a royalty on sales for the next three years, it said.

VWash, a liquid soap launched in 2013 for use during menstrual cycle, controls half the female intimate hygiene category, growing 48% in 2018-19. "The acquisition of VWash gives us an entry into the currently underpenetrated and rapidly growing female intimate



The intimate hygiene brand will mark HUL's entry into a new category

hygiene segment," said Sanjiv Mehta, CMD, HUL.

Over the past five years, HUL has acquired a number of brands including Indulekha, Aditya ice-cream and more recently GSK's consumer business in the country's biggest consumer buy.

HUL's beauty and personal care business, which accounts for nearly half its overall sales, has been under pressure since a year largely due to mass brands although premium products are still showing higher growth.

Over the years, Glenmark launched multiple line extensions including hair removal cream, wipes and sanitary napkins to expand VWash's offering.

"The decision to divest the brand is driven by the strategy to focus on core therapy areas," said Suresh Vasudevan, president - India formulations, Middle East and Africa at Glenmark, which generated Rs 190 crore from the consumer business.