



17th February, 2023

Stock Code BSE: 500696

NSE: HINDUNILVR

ISIN: INE030A01027

BSE Limited,  
Corporate Relationship Department,  
2nd Floor, New Trading Wing,  
Rotunda Building, P.J. 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

Dear Sir/Madam,

**Sub: Divestment of “Annapurna” and “Captain Cook” food brands of the Company.**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**SEBI Listing Regulations**”), it is hereby informed that Hindustan Unilever Limited (“**Company**”) has entered into definitive documents (“**Transaction Documents**”) for sale and divestment of “*Annapurna*” and “*Captain Cook*” brands in the “Atta & Salt” categories of the foods business of the Company including the trademarks, copyrights and other intellectual properties and any exclusive assets and contracts associated with the brands to Uma Global Foods Pte Ltd and Uma Consumer Products Private Limited, affiliates/nominees of CSAW Aqbaton Pte Ltd., (Singapore) in terms of the Transaction Documents (“**Transaction**”).

The Transaction also involves distribution support by the Company to provide transitional support for a period of 24 months. The Transaction is subject to fulfilment of certain terms and conditions as specified in the Transaction Documents.

In this regard, please find enclosed herewith, the disclosure containing the details of the Transaction as Annexure 1.

Hindustan Unilever Limited,  
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Andheri East, Mumbai 400 099

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Hindustan Unilever Limited

A copy of the Press Release is enclosed herewith.

You are requested to take above information on record.

Thanking you.

Yours faithfully,

**For Hindustan Unilever Limited**

DEVOPAM  
NARENDRA  
BAJPAI

Digitally signed by  
DEVOPAM NARENDRA  
BAJPAI  
Date: 2023.02.17  
20:54:22 +05'30'

**Dev Bajpai**

**Executive Director, Legal & Corporate Affairs  
and Company Secretary**

**DIN: 00050516 / FCS No: F3354**



### Annexure 1

**Disclosure under sub-para (1) (Sale or disposal of 'Annapurna' & 'Captain Cook' food brands unit(s) or division(s) or subsidiary of the listed entity) of Para (A) of Part (A) to Schedule III of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

S. No.	Particulars	Description
1.	The amount and percentage of the turnover or revenue or income and net worth contributed by the said brands of the listed entity during the last financial year;	F.Y. 2021-22 Turnover: Rs 127 Cr (<1% of HUL's Turnover)
2.	Date on which the agreement for sale has been entered into;	February 17, 2023
3.	The expected date of completion of sale/disposal;	Subject to fulfilment of terms and conditions as under the Transaction Documents, the closing for the transaction is expected to occur within a period of 90 days, subject to any extension as per terms of the Transaction Documents
4.	Consideration received from such sale/disposal;	c. INR 60.4 crores
5.	Brief details of buyers and whether any of the buyers belong to the promoter/ promoter group/group companies. If yes, details thereof;	Uma Global Foods Pte Ltd. (Singapore) and Uma Consumer Products Pvt Ltd (India) are buyer entities involved in the Transaction. CSAW Aqbator Pte Ltd. (Singapore) (CSAW) is a confirming party to the Transaction.



		<p>CSAW is <i>inter alia</i> engaged in the business of designing manufacturing and marketing wellness products in Singapore and other countries with a purpose to promote affordable wellness.</p> <p>The aforesaid parties are not related to promoter/promoter group/ group companies in any manner.</p>
6.	<p>Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arms length";</p>	<p>The Transaction does not fall within related party transactions. The Company, its promoter/promoter group/ group companies have no interest in the buyer(s) entities.</p>
7.	<p>Additionally, in case of a slump sale, indicative disclosures provided for amalgamation/merger, shall be disclosed by the listed entity with respect to such slump sale.</p>	<p>The Transaction is not a slump sale transaction.</p>

## HUL signs agreement for the sale of Annapurna and Captain Cook brands

**Mumbai, 17 February 2023:** Hindustan Unilever Limited (HUL) today announced that it has signed an agreement for the sale of its atta and salt business carried out under the brands 'Annapurna' and 'Captain Cook.'

The brands are being sold to Uma Global Foods Pte Ltd., and Uma Consumer Products Private Ltd. which are subsidiaries of Reactivate Brands International, a Singapore-headquartered company and an affiliate of CSAW Aqbator Pte Ltd. (Singapore). CSAW is focused on acquiring and scaling up food brands to promote affordable wellness.

HUL's decision to divest is in line with the stated intent of exiting non-core categories while continuing to drive its growth agenda in the packaged foods business of dressings, scratch cooking and soups.

The deal envisages the transfer of trademarks, copyrights and other intellectual properties associated with India and several other geographies. The transaction is subject to customary closing conditions, and HUL will continue to manage the business until the completion of the transaction.

**Sanjiv Mehta, CEO & Managing Director of HUL,** said: "Launched more than two decades ago, Annapurna and Captain Cook enjoy strong equity. Given our strategic priorities and portfolio choices, we believe it is in the business' best interest to sell these brands to Reactivate Brands International, which is well-positioned to unlock their full potential."

**Ashok Vasudevan, Co-Founder of Uma Global Foods,** said: "We are delighted to bring Annapurna and Captain Cook into our portfolio. Both these brands have a long history of providing high quality food products to Indian consumers. We are confident of scaling them up and expanding globally, leveraging founders' experience. These brands fit well with our mission to promote affordable wellness".

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### **About Hindustan Unilever Limited (HUL)**

Hindustan Unilever Limited (HUL) is India's largest Fast-Moving Consumer Goods company, with its products touching the lives of nine out of ten households in the country. HUL works to create a better future every day.

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