



Hindustan Unilever Limited

Hindustan Unilever Limited

8th December, 2022



Safe harbour statement

This Release / Communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability, change in international oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward-looking statements made herein shall be realised. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.

Health & Wellbeing : Fast evolving growth segment

Changing consumer preferences



Consumers more conscious of **holistic health and nutrition**

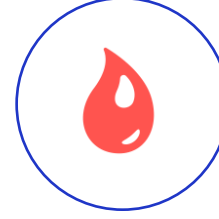


Consumers understand the benefits of **preventive care**



Increasing consumer awareness & affluence leading to higher focus on **health & wellbeing**

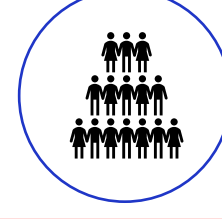
India has a micronutrient deficiency challenge



Anemia affects >50% of population. 80% Indians are **Vitamin D** deficient



Diets of 2/3rd Indian population are **Zinc/ micronutrient** deficient



India has a big **diabetes** problem to tackle

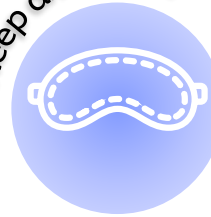
Vitamins, Minerals and Supplements Market

Total Market Potential¹

Rs. 30K cr.

High growth benefit spaces

Sleep and stress



Women's health



Gut health



Beauty from within



Plant based



1. Source : Euromonitor, internal estimates

Our strategy to win in Health & Wellbeing



Build a portfolio of fast growing, lifestyle-led, science-driven brands



Focused on attractive segments, product formats and channels



Underpinned by our capabilities of market development, distribution, R&D and Unilever's global Health & Wellbeing expertise to scale and unlock value

Strategic partnership with two Health & Wellbeing companies

Zywie Ventures Private Limited (OZiva)



Nutritionalab Private Limited (Wellbeing Nutrition)



OZiva : Science-backed, Clean label, Plant based



- ❑ Science-backed, fortified with ayurveda, and clinically proven ingredients
- ❑ Digital first brand with Omni channel approach
- ❑ Future-proof need states such as Plant based Nutrition, Skin & Hair Health and Women's Health
- ❑ 12 member R&D team
- ❑ Launched in 2016, Annual Revenue Runrate of INR 100+ Cr



3+ million

Consumers

c. 60%

Revenue retention

c.240K

Instagram followers

Wellbeing Nutrition : Science-backed, benefit led clean products



- ❑ Disruptive product formats such as Melts, Slow- release capsules
- ❑ Digital first brand, expanding offline presence
- ❑ Future-proof need states like Sleep, Beauty and Gut Health
- ❑ Founded in 2019, Annual Revenue Runrate of INR 50+ Cr

c. 2 million

Consumers

c. 60%

Revenue retention

80K

Instagram followers

Deal overview



- HUL will acquire 51% stake through a combination of primary infusion and secondary buy-outs for a cash consideration of c. INR 264 cr.
- Balance 49% will be acquired at the end of 36 months on pre-agreed valuation criteria
- OZiva team led by Ms. Aarti Gill and Mr. Mihir Gadani will continue to operate all functions of the business
- HUL will be represented on the Board



- HUL will acquire 19.8% stake through a combination of primary infusion and secondary buy-outs for a cash consideration of c. INR 70 cr.
- Wellbeing Nutrition team led by Mr. Avnish Chhabria will continue to operate all functions of the business
- HUL will be represented on the Board

Deal is expected to be completed in 1-3 months subject to customary closing conditions

HUL well placed to support scale up and unlock value

- ❑ Proven model of market development and building categories
- ❑ Expanding physical reach through HUL's distribution network
- ❑ R&D strength and access to Unilever's global Health & Wellbeing capabilities
- ❑ Build on HUL's strong presence in Beauty and Personal Care

For more information and updates

[Click to visit](#)

OZiva



Wellbeing Nutrition



Thank You



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