



## **HUL to acquire VWash brand from Glenmark Pharmaceuticals**

**New Delhi:** Packaged consumer goods firm, Hindustan Unilever Ltd (HUL), on Monday said it has signed an agreement with Glenmark Pharmaceuticals Ltd to acquire its female intimate hygiene brand VWash, that will mark its entry in to category in the country. The company declined to share financials of the deal. "The consideration has been split into two parts involving an upfront cash payment upon closing of the deal and a deferred consideration over the next three years," the company said in a statement. The deal includes acquisition of intellectual property rights including trademarks, design and know-how related to the VWash brand. "We are acquiring the IP and relevant brand attributes to enable us to take over this business," the company's chief financial officer, Srinivas Phatak, told journalists over a call on Monday. **SUNEERA TANDON**