

HUL completes acquisition of VWash

New Delhi: Leading FMCG player Hindustan Unilever (HUL) on Friday said it has completed the acquisition of VWash from pharma major Glenmark Pharmaceuticals. The company, however, did not disclose the value of the transaction.

The acquisition was announced in March and was subject to certain closing conditions, which have now been fulfilled, the FMCG firm said in a filing to BSE.

VWash was launched by Glenmark in 2013 and the brand has established itself as the market leader in the female intimate hygiene category backed by strong product proposition, consumer endorsements and brand building investments.

HUL has acquired intellectual property rights including trademarks, design and knowhow related to the VWash brand worldwide. AGENCIES