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# HUL buys stakes in two wellness brands for ₹334cr

TIMES NEWS NETWORK

**Mumbai:** The Sanjiv Mehta-led Hindustan Unilever (HUL) has announced acquisition of a 51% stake in Zywie Ventures (OZiva) for Rs 264 crore, and a 19.8% stake in Nutritionalab (Wellbeing Nutrition) for Rs 70 crore. The valuation is nearly five times the revenue run rates of these companies.



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HUL said the stakes will be acquired through a combination of primary infusion and secondary buyouts. In Oziva, the balance 49% will be acquired at the end of 36 months, based on pre-agreed valuation criteria. These mark HUL's foray into health & wellbeing, which is said to be a fast-evolving category in India with a total potential market size of around Rs 30,000 crore (according to Euromonitor).

The announcement is in line with HUL's strategic priority of entering fast-growing demand spaces. Globally, parent Unilever has stated that nutrition is one of the five distinct business groups it'll focus on. The other four are beauty & well-

being, personal care, home care, and ice cream.

On these strategic investments, HUL CEO & MD Mehta said, "They align strongly with our mission to improve the health and wellbeing of consumers and empower people to take charge of their health through solutions that they can trust. I strongly believe that HUL is well positioned to support further scale-up of these businesses through our R&D, market development, distribution capabilities and Unilever's global health & wellbeing expertise."

**VALUED AT 5X RUN RATE**

Launched in 2016, OZiva is a leading plant-based and clean-label consumer wellness brand focused on need spaces such as lifestyle protein, hair & beauty supplements and women's health. It has an annual revenue run rate of over Rs 100 crore.

Wellbeing Nutrition, which was founded in 2019, has pioneered disruptive formats in science-backed, benefit-led clean products in health & wellbeing. It has an annual revenue run rate of over Rs 50 crore.