



Samara Capital acquires a majority stake in personal care player Nature's Essence Private Limited

Samara Capital has entered into an agreement with Nature's Essence Private Limited ("NEPL") to invest INR 200 crs for a significant stake. NEPL will utilize the funds for investment into marketing and distribution and consolidation of group entities.

NEPL along with its group entities manufactures and markets a range of skin care products under the brand "Nature's Essence". The product portfolio includes face care products such as facial kits, bleaches, face-packs, face washes and body care products such as creams, lotions and gels.

NEPL is based in Delhi and its manufacturing facility is in Haridwar, Uttarakhand. The company's products are sold in over 200,000 retail outlets and 40,000 salons through a pan India distribution network. The company along with its group entities which are getting consolidated generates a sales of INR 150crs and is growing at 15% p.a.

Abhishek Kabra, Managing Director, Samara Capital said, "In recent times we have observed a whole new demographic of consumers emerging for personal and skin care products, as consumerism, aided by the information revolution and by purchasing power, seeps into the hinterland. We felt Nature's Essence under Mr Nanda's leadership has locked on very well on to this massive new market and its demands and tastes. We see exciting potential for the brand to keep adding to the depth as well as breadth of its offering."

Commenting on the development, **Raj Kumar Nanda, Promoter & Director, NEPL** said "Over the last 20 years, Nature's Essence has established itself as a leading brand in the fast-growing Indian skin care market. With rising aspirations and affordability of the Indian consumers the company and brand is perfectly positioned to further tap this opportunity. I and my team are very excited to partner with Samara Capital to take Nature's Essence to its next phase of growth."

About Natures Essence Private Limited

Established in 1998, NEPL is a leading company in skin care with innovative and effective products. It is amongst the leaders in the bleach and facial kits market. The company sells its products through the regular retail channel as well as through the parlor/salon network. The company has a pan India distribution network, is completely backward integrated and has a strong pipeline of products.