

August 22, 2013

BSE Limited First Floor, New Trade Wing Rotunda Building, Phiroze Jeejeebhoy Towers, Dalal Street, Fort Mumbai 400 023 Stock Code: 533229 Fax No. 2272 3121/2037/2039	National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, 'G' Block Bandra - Kurla Complex Bandra (East) Mumbai 400 051 Stock Code: BAJAJCORP Fax No. 2659 8237 / 8238
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Dear Sir,

Re: Acquisition of "NOMARKS" brand

We would like to inform that the Board of Directors of the Company at their Meeting held today, i.e. August 22, 2013, accorded its approval for acquisition of the "NOMARKS" anti marks skin care brand from Ozone Ayurvedics. The transaction envisages transfer of NOMARKS brand related business (inclusive of trademarks, patents, goodwill and existing contracts) of Ozone Ayurvedics. The Board of Directors has also accorded approval for execution of Agreement to Sell and other transaction documents towards completion of the aforementioned acquisition. A copy of the Press Release is also enclosed.

The same may please be taken on record and disseminated to all.

Thanking You,

Yours faithfully,
For **BAJAJ CORP LIMITED**



Sujoy Sircar
COMPANY SECRETARY

PRESS RELEASE

Bajaj Corp Limited acquires NOMARKS brand

- NOMARKS is the second largest brand in the fast growing Anti Marks / Anti Blemish category.
- NOMARKS has more than 12% market share in a Rs 342 crore Anti marks category which is growing at 27% per annum.
- NOMARKS is a strong niche brand with a product portfolio consisting of face wash, facial cream, facial soap, facial scrub and lotion based on the natural science of Ayurveda.
- NOMARKS created the Anti-Marks category in early 2000 and has been ranked the most preferred brand in "Marks and Scars" category for five times in the last ten years (Survey by FMCG Federation of India, research partner TNS).
- With the acquisition of these brands Bajaj Corp Limited enters the Rs 8,500 crore large skin care category which grew by 12.1% during FY2013.
- NOMARKS which is presently distributed primarily in the chemist channel gives Bajaj Corp Limited a huge opportunity to increase this distribution to grocers, beauty and cosmetics stores and modern retail which is the forte of Bajaj Almond Drop Hair Oil.
- Bajaj Corp has also acquired the NOMARKS trade marks from Ozone U.K. The trade mark is registered by Ozone U.K. under the Madrid Protocol which protects it in 90 countries, and is also registered in another 8 countries in SAARC, ASEAN & Middle East /West Asia.
- NOMARKS will continue to be manufactured by OA for one year under a Transition support agreement.

August 22, 2013, New Delhi, India: Bajaj Corp Limited (BCL) today announced that it has signed definitive agreements with Ozone Ayurvedics ("OA") to acquire entire intangible assets, including the trademarks, of NOMARKS brand for an undisclosed amount. OA is a proprietorship company owned by Mr. S.C. Sehgal..

The board of directors of BCL approved the acquisition at a board meeting held in Noida today.

Commenting on the acquisition, Mr. Kushagra Nayan Bajaj, Chairman, BCL, said:

"The acquisition of the NOMARKS brand by Bajaj Corp is a strategic move as it enhances our presence in the personal care market and gives us an entry in to the skin care category. It widens the Company's position in the personal care sector as Bajaj Almond Drop Hair Oil is already the third largest brand in the overall hair oil category. NOMARKS brand gives us an opportunity to play in an additional Rs 8500 crore Personal Care space besides the Rs 5222 crore non coconut hair oil market where we are market leaders in the Light Hair Oil Segment with 57.4% volume market share. We see a great future for the NOMARKS brand which was the pioneer of the anti-marks category in India. The anti-marks segment of skin care is one of the fastest growing and NOMARKS offers huge opportunity in the anti-blemish as well as several face care problem solution offerings that are growth segments world over. Our investment strategy for NOMARKS will be similar to that employed by us for our lead brand Bajaj Almond Drops Hair Oil. The objective will remain to build a large consumer franchise for the brand through availability and communication."



bajaj corp limited

Mr. Sumit Malhotra, MD, BCL, added:

"I am very excited with the acquisition of the NOMARKS brand and adding it to the Bajaj Corp portfolio of brands as it gives our management team the challenge to repeat the success that we have demonstrated over the last several years by making Bajaj Almond Drop Hair oil a market leader. NOMARKS offers tremendous potential for innovations and new product development by the continued use of the Ayurvedic platform. By leveraging the distribution strength of our company we expect to take NOMARKS directly to six lakh plus retail stores through the huge stockists and sub stockist network infrastructure that we have built. NOMARKS has potential to grow rapidly in modern retail and Canteen Stores Dept. and for both these we have a dedicated set of sales professionals who will also help in rapidly building the brand. We have opportunities to restructure the brand architecture using current consumer insights and then relaunch some of the products under NOMARKS brand as well as launch new innovative products with the necessary advertising and promotional investments"

Mr. Jimmy Anklesaria, Director – Business Development, BCL, added:

"NOMARKS offers a great opportunity to Bajaj Corp to expand the brand franchise through intelligent marketing as the brand has a strong problem solution platform built in to the brand name itself."

Bajaj Corp Ltd has been pursuing inorganic opportunities for the last few years. With the acquisition of NOMARKS, BCL has taken its first step into acquiring brands and growing them through harnessing its strength in Marketing and Distribution.

NOMARKS did exceptionally well in its launch years with its acquisition by Bajaj Corp the brand now moves from a company which had its origins in the pharmaceutical industry, in to the folds of a pure FMCG company that Bajaj Corp is and will make the brand fighting fit in face of MNC competition, NOMARKS has a small export sale, which we are confident we can enhance several times in the next couple of years by leveraging our export infrastructure in the GCC, SAARC and the ASEAN region. In some of these countries we are on our way to commence our own ground up operations, having set up an International Business Division. NOMARKS is our first acquisition and it would accelerate our shareholder value enhancement efforts."

Mr. S. C. Sehgal, Sole Proprietor, Ozone Ayurvedics, added:

"Ozone Ayurvedics has taken a strategic decision to transfer the NOMARKS brand to Bajaj Corp. Ozone will continue to focus upon its mother businesses under the Ozone equity. I see this as a win-win for both Bajaj Corp and Ozone Ayurvedics. After twelve years of having launched NOMARKS as the first Anti Marks / Anti Blemish cream in India, in fact having created the category, we believe that it will be a pleasure to see the brand to grow to its full potential given the resources of the Bajaj Group. I am happy that NOMARKS will be safe and prosperous in the hands of the Bajaj family which has a great lineage amongst the industrial empires of India. Given the Excellent Corporate Governance and Great performance I am sure the Brand will grow exponentially in the hands of Bajaj Corp Ltd. I am glad we will still be associated with the brand as both Ozone and Bajaj have agreed by way of a transition management support on the manufacturing side. In any case I will always be available for Bajaj management whenever they would like to seek my inputs on this category which I have been very passionate about."

About Bajaj Corp Limited

Bajaj Corp Limited is one of India's leading FMCG Company with major brands in Hair care category. With brands, such as Bajaj Almond Drops, Bajaj Brahmi Amla, Bajaj Amla Sheekakai, and Bajaj Kailash Parbat that have been in the market for eight decades and it is part of one of the oldest business houses of the country. Bajaj Corp Limited is part of Shishir Bajaj Group of companies.

The Bajaj Group is known for creating widely respected brands in Hair Oil category and generating loyal base of consumers who are using our brands for years. We have acquired the reputation for conducting our business with utmost sincerity and gratitude towards our consumers, employees, our business partners & society.

