

Godrej Consumer Products Ltd.
Regd. Office : Godrej One,
4th Floor, Pirojshanagar,
Eastern Express Highway,
Vikhroli (E), Mumbai 400 079, India.
Tel. : +91-22-2518 8010/8020/8030
Fax: +91-22-2518 8040
Website : www.godrejcp.com
GIN : L24246MH2000PLC129806

14th February, 2022

BSE Ltd

Corporate Relations Department
1st Floor, Rotunda Bldg., P.J. Towers,
Dalal Street, Mumbai 400 023.

The National Stock Exchange of India Ltd

Exchange Plaza, 4th Floor,
Bandra - Kurla Complex, Mumbai 400 050

Dear Sirs,

Sub: Divestment of stake in Bhabani Blunt Hair Dressing Private Limited and the Right to use the BBLUNT brand name

The Exchanges are hereby informed that Godrej Consumer Products Limited has divested its entire stake (including the incremental equity stake arising out of conversion of convertible debentures) in Bhabani Blunt Hair Dressing Private Limited and the right to use the "BBLUNT" brand name to manufacture and sell BBLUNT branded products to Honasa Consumer Private Limited, the parent company of direct to consumer brand, Mamaearth

The disclosure under Para A of Part A of Schedule III of the Listing Regulations with respect to the above divestment is given in Annexure 1.

Thank you.

Yours faithfully

For Godrej Consumer Products Limited



Sameer Shah
Chief Financial Officer



Annexure 1

Disclosure under Para A of Part A of Schedule III of the Listing Regulations

The amount and percentage of the Revenue and Net worth contributed by the Associate Company for FY 2020-21.	Since Bhabani Blunt is an associate Company, its revenue is not considered for consolidation with GCPL's revenue. Net worth attributable to GCPL - Rs. 3.12 Cr; <0.01% of GCPL's consolidated Net Worth
Date on which the agreement for sale has been entered into.	14 th February, 2022
The expected date of completion of sale/ disposal	The transaction is subject to certain condition precedent and is expected to be completed on or before 14 th March 2022
Consideration received from such sale/disposal	GCPL is divesting its entire stake (including the convertible debentures) in Bhabani Blunt Hair Dressing Private Limited, and the right to use the "BBLUNT" brand name to manufacture and sell BBLUNT branded products Total consideration proposed to be received by GCPL on closing of the transaction is INR 84.5 cr bifurcated as under: 1. Proceeds from divestment of stake (including the convertible debentures) in Bhabani Blunt Hair Dressing Private Limited- INR 25.7 cr subject to closing working capital adjustments 2. Proceeds from divestment of right to use the "BBLUNT" brand name to manufacture and sell BBLUNT branded products and related assets- INR 58.8 cr
Brief details of buyers and whether any of the buyers belong to the promoter/ promoter group/group companies. If yes, details thereof.	Honasa Consumer Private Limited, the parent company of direct to consumer brand, Mamaearth. It is a personal care company and has a diverse product portfolio including face & body care, hair care, baby care and beauty. Buyer does not belong to promoter/promoter group companies.
Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arms length".	Not a related party transaction
Additionally, in case of a slump sale, indicative disclosures provided for amalgamation/merger, shall be disclosed by the listed entity with respect to such slump sale	Not applicable

