

■ Marico Acquires 45% Stake in Zed Lifestyle



MUMBAI Marico acquired a 45% stake in Zed Lifestyle, a male-grooming firm for an undisclosed sum in an effort to widen its port-

folio with niche and high margin products. It said the stake would be bought over a period of two years, through primary infusion and secondary buyouts. Zed Lifestyle owns and sells a range of products under 'Beardo' brand. "It fast-forwards our journey towards nurturing a future-ready male grooming portfolio and brand in the online and salon space. This is also in line with our emerging focus of venture investments into startups to incubate new engines of growth," Marico said in a statement.