

# Marico buys 60% in Apcos, parent co of 'Just Herbs'

TIMES NEWS NETWORK

**Mumbai:** Homegrown FMCG major Marico has acquired a 60% stake in Apcos Naturals, which owns the 'Just Herbs' brand of Ayurvedic hair & skin products, for an undisclosed consideration.

Marico said the equity stake will be acquired over a period of two years through primary infusion and secondary buyouts. The investment is in line with Marico's strategy to accelerate its digital transformation journey through building scalable digital-first brands, either organically or inorganically, as well as to premiumise its play in personal care.

The acquisition is a strong indicator that the demand in the 'naturals' space is only going strong and is here to stay. The growth trend in naturals, which started a few years ago with Patanjali launching a range of personal care products, prompted Hindustan Unilever to launch Ayush and acquire Indulekha. Colgate-Palmolive (India) too entered the space with 'Vedshakti'.

Apcos Naturals is co-founded by CEO Arush Chopra and brand director Megha Sabhlok.