

Announcing Strategic Acquisition of Mother Sparsh Baby Care Pvt. Ltd.



Mother Sparsh - A Legacy of Purity, Innovation & Trust



Plant Powered Baby Products Proven for their Efficacy in Convenient New-Age Formats
Blending the wisdom of Indian Traditions with Modern Science

Business started & run by
Himanshu & Rishu Gandhi

Husband-Wife Duo

**Premium Ayurvedic and
Natural Baby Care Brand**

*99% pure water baby wipes
Unscented product range*

**Wide range of products
trusted by new-age moms**

Efficacious Products

*Clinically Proven &
Dermatologist tested*

**Annual Revenue Run rate
Rs. 110+ cr.**

Profitable growth

Digital First Brand

Strong Digital Marketing Capabilities



ITC an early partner in Mother Sparsh's journey with a 26.5% stake

www.mothersparsh.com

Wide Range of Ayurvedic & Natural Based Products



Baby Wipes

(99% Pure Water Wipes
Plant powered Wipes)



Baby Hygiene

(Baby Detergent &
Liquid Bottle Cleanser)



Baby Care

(Soaps, Baby Cream,
Lotions, Oil etc.)



Expert Baby Care

(Tummy Roll on,
After-bite balm etc.)



Natural Based Products

Crafted with love &
Plant powered ingredients
for your baby's safety & care

Proven by Science

99% Pure Water
Unscented Baby Wipes
are clinically proven to be
made with **the safest**
formulation.

Trusted by Moms

The products have earned
the trust of moms through
quality, reliability & care.



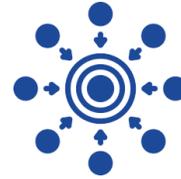
Fast Growing Market

Baby care market ~14% p.a.
Baby wipes market ~28% p.a.

TAM[^] ~Rs. 3000 cr.

Low Penetration

[^]Total Addressable Market



Foray into Baby Care Category & Adjacencies

Filling up portfolio whitespaces

Brand equity extendable to Kids



Value Creation Opportunities by Leveraging ITC's Institutional Strengths

Leveraging ITC's Institutional Strengths



R&D Expertise for Product & Claims
Product Development | Innovation



Distribution Strength
Offline Retail | Alternate Channels



In-house Manufacturing (soaps, creams, liquids) – scale & cost advantages |
Supply Chain Optimization



Procurement Efficiency
Packaging & Media

DERMAFIQUE
cell by cell



nimyle

fiama

Strategic Acquisition of Mother Sparsh



- Investment of appx. **Rs. 81 cr.** in **two tranches** by Q1FY27
 - *Combination of primary subscription & secondary purchase*
 - *ITC's stake to increase from **26.5% to up to 49.3%***
 - *Total investment in Mother Sparsh will stand at appx Rs. **126 cr.***
- Balance stake to be acquired over 2 to 3 years on pre-agreed conditions and valuation criteria

Management



- Mother Sparsh team including **Mr. Himanshu, Founder & CEO** will continue to operate the business during the 2 to 3 year period
- ITC will be represented on the Board



Enduring Value

NATION FIRST: SAB SAATH BADHEIN

Thank You