



Puig acquires a majority stake in Kama Ayurveda and consolidates its presence in India

- Puig has held a minority stake in Kama Ayurveda since 2019.
 - Kama Ayurveda is India's leading authentic Ayurvedic beauty and wellness brand.
 - The deal represents a key strategic opportunity for Puig as it strengthens its foothold in the Indian market.
-

Barcelona and New Delhi, September 14, 2022

Puig, the family-owned beauty and fashion company, has increased its investment to acquire a majority stake in Kama Ayurveda, India's leading authentic Ayurvedic brand of beauty and personal care products which was founded in 2002. With this acquisition, Puig reaffirms its commitment to a company and a market with vast growth opportunity in beauty and wellness products.

Kama Ayurveda represents a distinctive addition to Puig unique brands portfolio and strengthens its wellness category with an offer that is rooted in the traditional Indian medical science of Ayurveda, which focuses on the balance between mind, body, and spirit for holistic wellbeing.

Kama Ayurveda currently operates 54 owned stores in India, with plans to operate more than 60 by the end of 2022. With a sophisticated on-line presence and strong domestic brand recognition, Kama Ayurveda is ideally positioned to take its products to the global stage.

Puig will maintain its commitment to boost the brand's leadership in the Indian market and continue to support the further expansion of Kama Ayurveda into global markets including the UK in early 2023, as well as offering expertise in brand building, technology skincare and perfumery.

Marc Puig, Chairman and CEO of Puig, said: "We are delighted to strengthen our partnership with Kama Ayurveda, which has become a leading brand in India, earning the loyalty of millions of discerning beauty customers with sustainable, plant-based skincare and lifestyle products. India represents an incredibly exciting opportunity for Puig, and with this investment we will continue our strategy of consolidating Kama Ayurveda's strong domestic presence and of pursuing compelling opportunities in key markets abroad."

Vivek Sahni, co-founder and CEO of Kama Ayurveda added: "We are proud to be writing this new chapter in our successful partnership with Puig, which has helped accelerate Kama Ayurveda's growth and expansion across India. By leveraging the wealth of Puig experience in nurturing founders and growing global beauty and skincare brands, together we will bring the experience of authentic Ayurvedic beauty and wellness to new audiences."

About Kama Ayurveda

Kama means 'Desire' and Ayurveda – 'The Science of Life'. Founded in 2002 in India, Kama Ayurveda is an authentic Ayurvedic brand providing traditional and holistic treatments for beauty and wellness. Passionately focused on the purity of ingredients and efficacy of formulae, Kama Ayurveda's high quality and beautifully packaged products are authentic, balanced, kind and effective.

Made with pure, natural and organic ingredients, the award-winning, premium Kama Ayurveda range is largely vegetarian and vegan.

Kama Ayurveda has acquired a cult following globally among discerning beauty buyers looking for safe, gentle and efficient products that are rooted in the ancient science of Ayurveda.

www.kamaayurveda.com

About Puig

Puig creates unique and highly desirable beauty and fashion brands that empower people to reinforce their self-esteem and find their own expression, in a family company that aims to leave a better world for the next generation.

Since 1914, our company's entrepreneurial spirit, creativity and passion for innovation have made Puig a challenger in the beauty and fashion world. Present in fashion and in the three prestige beauty categories (fragrances, makeup and dermo-cosmetics) our brand portfolio generates engagement through great storytelling that connects with people's emotions.

At Puig we honor the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG Agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals.

Our brand portfolio is structured in three divisions: Beauty and Fashion, with the owned brands Carolina Herrera, Paco Rabanne, Jean Paul Gaultier, Dries Van Noten, Nina Ricci, Byredo, Penhaligon's, L'Artisan Parfumeur, Kama Ayurveda and Loto del Sur; the licenses of Christian Louboutin and Comme des Garçons Parfums and Lifestyle fragrances, among them Antonio Banderas, Adolfo Dominguez, and Benetton. The Charlotte Tilbury division, which includes the luxury makeup brand. And the Derma division, with Uriage, Apivita and the joint venture in Isdin.

In 2021 Puig recorded sales of €2,585 million. Puig sells its products in more than 150 countries and has offices in 29 of them.

<https://www.puig.com/en>

https://www.instagram.com/puig_official

<https://www.linkedin.com/company/puig>

More information:

Emmanuelle Durand

Global Corporate Communications Director

T. +33 1 71 70 45 74

M. +33 6 12 10 23 56

emmanuelle.durand@puig.fr