

DOMS acquires 51.77% stake in Uniclan Healthcare

Acquisition will allow DOMS to increase its addressable market and expand its distribution network in the long term

Mumbai, India – September 23, 2024: DOMS Industries Limited (“DOMS”), India's leading stationery and art material brand, has announced the completion of its strategic investment to acquire a 51.77% equity stake in Uniclan Healthcare Private Limited (“Uniclan”), a growing producer of baby diapers, wipes, and other baby hygiene products. The acquisition makes Uniclan a subsidiary of DOMS. As a part of the transaction, the Company has acquired 71,16,080 equity shares for a total consideration of ₹ 54.88 crore, of which ₹ 28.88 crore shall be primary infusion, which will be utilized towards capacity expansion, debt repayment and funding working capital requirements by Uniclan.

The acquisition enables DOMS to expand its product range and diversify its product portfolio in line with its overall growth strategy to cater to a broader market. Uniclan has a state-of-the-art manufacturing facility in Jaipur, Rajasthan with an installed capacity approximately 400 million pull-up pant style baby diapers per annum which are primarily sold under its flagship brand "Wowper". Uniclan's keen focus on advanced R&D and adherence to international quality standards has resulted in growing market acceptance and reputation for its products. Uniclan is now focussed on expanding its market reach by expanding its distribution network.

Commenting on the acquisition, Mr. Santosh Raveshia, Managing Director, DOMS Industries Limited, said, *"We are pleased to announce our strategic entry into the baby hygiene segment with this investment in Uniclan. It's well-accepted product portfolio, growing market presence and forward-thinking approach align perfectly with our vision for growth and diversification. This acquisition is a crucial step in our long-term strategy to explore new sectors that enhance our business portfolio and resonate well with our targeted focus on children in their growing years. While we remain focused on driving innovation and delivering value across our core business segments, the expansion is expected to boost our distribution network in the long term, opening new avenues for sales and contributing to our overall success. We are eager to forge a successful partnership with Uniclan and anticipate numerous opportunities for innovation and mutual success."*

Mr. Vatsal Desai, Founder and Director, Uniclan Healthcare Private Limited added *"We are excited to partner with DOMS, a company that shares our commitment for long term value creation. We believe that with our focus on product quality and innovation, and leveraging DOMS distribution network in India and globally, we shall be able to elevate Uniclan's growth trajectory and expand our reach. By leveraging DOMS consumer knowledge and market expertise, we are confident that we can further strengthen our brand and continue to deliver exceptional products to our customers. Together, we look forward to setting new benchmarks in the industry and driving forward our shared vision for the future."*

For DOMS, this acquisition presents several significant advantages. By entering the diaper market, which is valued at approximately \$2 billion and growing at a compound annual growth rate (CAGR) of approximately 16%, DOMS significantly expands its addressable target market. In the short term, Uniclan will benefit from DOMS' extensive distribution network, including its strong relationships with

super stockists and distributors that shall allow Uniclax to expand its market reach. Over the long term, this partnership opens the possibility for Uniclax’s network to serve as a parallel distribution channel for DOMS’ own products, thus amplifying the growth potential of both companies.

CA Nirav Khandhediya acted as an advisor for this transaction.

About DOMS Industries Limited:

DOMS Industries Limited (“**DOMS**”) is one of India’s largest Stationery and Art products companies. The company designs, develops, manufactures and sells a wide range of well designed, quality Stationery and Art products, categorised into seven categories that include, Scholastic Stationery, Scholastic Art Material, Paper Stationery, Kits and Combos, Office Supplies, Hobby and Craft and Fine Art Products.

The Company’s products are primarily sold under the flagship brand ‘DOMS’, as well as through other brands/ sub-brands, like C3, Amariz and FixyFix. The Company’s multi-channel distribution network is spread domestically across 29 states and UTs of India as well as in 50+ countries globally covering the US, Africa, Asia Pacific, Europe and Middle East.

The Company’s keen focus on research and development (R&D), product engineering, backward integrated manufacturing operations, large and diverse product portfolio has enabled DOMS to become the fastest growing Stationery and Art material products company in India in terms of revenue over the past few years. With a focus on excellence and a commitment to consumer satisfaction, the Company has now become a trusted name in the global market. The Company’s long legacy is based on its commitment to quality, dependability and redefining the industry’s future.

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