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Puig invests in Indian Ayurvedic beauty and wellness brand

13 March 2019 | News

Partnership will support Kama Ayurveda's expansion into global markets



Puig announces a minority investment in Kama Ayurveda, India's leading authentic Ayurvedic brand of beauty and personal care products. As part of its investment, Puig will infuse approximately INR 100 crore into Kama Ayurveda to further the company's domestic and international expansion, as well as have the option to further increase its stake in the years ahead. With this investment Puig enters an emerging market with vast growth opportunity for beauty and personal care products, as well as fragrances.

Kama Ayurveda was founded in 2002 by Vivek Sahni, Dave Chang, Rajshri Pathy and Vikram Goyal. The company's offerings are rooted in the ancient Indian medical science of Ayurveda, which fosters the harmony of physical, emotional, spiritual and mental state for holistic wellbeing. Kama Ayurveda's philosophy and products have won an avid and loyal following in the domestic and international markets.

Kama Ayurveda currently operates 52 stand-alone and shop in shop retail outlets across India, and has a strong on-line presence as well. The partnership will leverage Puig's strong global presence to support further expansion of Kama Ayurveda into global markets. In addition, Kama gains access to Puig's expertise and resources in brand building, technology skincare and scent.