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Akums buys Oriflame India's manufacturing business for Rs 56 Cr

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Akums to capture a larger share of India's rapidly expanding cosmetics and personal care industry



Akums Drugs and Pharmaceuticals, a Delhi-based Contract Development and Manufacturing Organisation (CDMO), has announced that its wholly-owned subsidiary, Pure and Cure Healthcare has received Board approval to acquire the manufacturing business of Oriflame India.

The transaction covers two manufacturing facilities — one at Roorkee, Uttarakhand, and the other at Noida, Uttar Pradesh along with a leased warehouse situated at Noida, Uttar Pradesh— for a consideration of Rs 56 crore. The acquisition is being made purely on a cash consideration basis and is expected to be completed by 31st August, 2026, subject to customary closing conditions.

The facilities being acquired bring a wide range of manufacturing capabilities across skincare, wellness, hair care and color cosmetics. In skincare, capabilities include creams, lotions, scrubs, face wash and serums; in hair care, shampoos and conditioners; and in color cosmetics, lipsticks, foundations, primers, mascara and eyeliners.

Both plants are well designed, equipped with several European-make machines across processing, filling and labelling, and offer capacities ranging from small to large batch sizes. The plants are also Halal certified, supporting global exports.

The transaction is limited to the manufacturing business of Oriflame India. All marketing, sales and trademark rights associated with Oriflame products in India are excluded from the transaction and will remain under the ownership and management of Oriflame India.

The move positions Akums to capture a larger share of India's rapidly expanding cosmetics and personal care industry. The India cosmetics market, estimated at $20 billion, is projected to nearly double to in the next decade.

With this acquisition, Akums will expand its existing footprint in skincare cosmetics and wellness products manufacturing while marking its foray into color cosmetics manufacturing.