

## #COMPANY NEWS

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## Godrej buys Argentina-based hair care firm Argencos



MUMBAI, June 3 (Reuters) - Personal care products maker Godrej Consumer Products Ltd (GOCP.BO) said late on Tuesday it has acquired the entire equity stake in Argentina-based hair care firm Argencos SA, its second acquisition in Latin America in less than two weeks.

On May 23, Godrej had acquired the Issue Group, a market leader in the Latin American hair colour market.

"Argencos is a perfect, complementary add-on to our earlier acquisition of Issue Group. I expect the combination of the two businesses to set us on a firm footing in achieving our plans for Latin America," Chairman Adi Godrej said in a statement to the stock exchange.

"The two companies provide us with a tremendous platform for establishing a strong presence in the fast growing hair colour markets in Latin America," he added.

The combined sales of the two acquisitions is estimated to be over \$45 million, with the equity value of both the purchases being an approximate \$43 million, the firm said.

Godrej had earlier told Reuters, it would raise a total equity of 6-7 billion rupees via qualified institutional placement or private equity or both and the rest will be raised through debt. See [ID:nSGE64C0IF]

Godrej recently acquired the balance 51 percent stake in its Indian joint venture with Sara Lee Corp SLE.N, Godrej Sara Lee, which is now renamed as Godrej Household Products Ltd.



It also acquired Nigerian personal care company Tura and Indonesian household care company Megasari earlier this year.

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