

Case Study



Latin American acquisition for an Indian Conglomerate

- Godrej Consumer Products completed its sixth global acquisition of 2010, and the first in Latin America, to emerge as the hair colour leader in 19 countries across the world.
- The hair colorants market in Argentina is estimated to be around USD 200 million growing at a CAGR of more than 22% over the last two years.
- Elara Capital acted as the financial advisor to Godrej Consumer Products Ltd for its acquisition of Issue Group.
- The transaction was valued at approx. 8x EBITDA.
- This was the first-ever acquisition in the Personal & Hair Care segment by an Indian FMCG Company in the South American Continent.