

## **CLSA Capital Partners' ARIA IV Funds invest US\$ 10 million in India's Nobel Hygiene**

**Hong Kong – Thursday, 26 February 2015:** ARIA Investment Partners IV L.P. and ARIA Investment Partners IV (Non-US) L.P. (together, "ARIA IV") are pleased to announce the investment of US\$ 10 million in Nobel Hygiene Private Limited ("NHL"). ARIA IV is part of the CLSA Capital Partners ("CLSACP") platform, which is the alternative asset-management arm of CLSA, Asia's leading independent brokerage and investment group.

Based in Mumbai, NHL is India's first and leading manufacturer of adult and baby diapers which manufactures diapers and other personal hygiene products in its own facility and sells under its own brands through a vast distribution network. It is a leader in the adult diaper category selling under the brand name 'FRIENDS' and an emerging player in the baby diaper category selling under the brand name 'TEDDY'.

Following what is the second investment by ARIA IV in India, Managing Director of the ARIA Funds, Miranda Tang, commented, "This investment continues more than a decade of successful investing by ARIA Funds in leading consumer businesses in India and the region. It gives us great pleasure to invest in NHL. Changing lifestyles, evolving social habits and a favourable demographic structure, coupled with low diaper penetration, has resulted in diapers being one of the fastest growing categories in the FMCG segment in India. The ARIA team aim to assist NHL to scale its operation, enhance its brand and prepare it to capture the exponential growth potential in this space."

Owner of NHL Kamal Johari said, "We are delighted to receive the investment from ARIA IV. The ARIA Funds are one of the region's most experienced private equity investors with many successes in backing companies in India and across Asia. ARIA IV's investment in NHL is recognition of the progress made by the Company to emerge as the market leader in the adult diapers category and a serious player with size, scale and own brand in the baby diapers category."

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**About Nobel Hygiene Pvt. Ltd.**

NHL was founded more than a decade ago by Kamal Johari, who has extensive experience of dealing in FMCG businesses in India. In 2010, the Company set up its first manufacturing plant in India and since then has grown its revenues at a CAGR of over 40%. The Company sells products like adult diapers, underpads and inserts under the brand name 'FRIENDS' and baby diapers and nappy pads under the brand name 'TEDDY'. NHL is ISO 9001:2008 certified, has obtained CE approval and has received the Good Manufacturing Practices (GMP) recognition from World Health Organization (WHO).

Kamal was recently awarded 'CA Business Leader – SME 2014' by the Institute of Chartered Accountants of India.

Further information can be found at: [www.nobelhygiene.com](http://www.nobelhygiene.com) or by contacting:

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**About CLSA Capital Partners**

CLSA Capital Partners is the alternative asset-management arm of CLSA, Asia's leading independent brokerage and investment group.

CLSA Capital Partners has approximately US\$2.6 billion under management and offices across the region, including Hong Kong, Singapore and Tokyo. CLSA Capital Partners offers a diversified and increasing range of investment vehicles.

Funds currently under CLSA Capital Partners' management are:

- **ARIA Investment Partners**, pan-Asian private equity funds providing growth and expansion capital to Asian mid-market companies.
- **Fudo Capital**, pan-Asian real estate investment funds.

- **Sunrise Capital**, Japan dedicated private equity fund, capitalising on opportunities in the mid-cap sector.
- **Clean Resources Asia Growth Fund**, pan-Asian clean resources, private equity growth capital fund.
- **Pacific Transportation**, pan-Asian transportation private equity fund.
- **Nexen Global Co-Investment Fund**, global industrials investment fund.

CLSA Capital Partners is a diverse team of industry professionals with expertise in private equity, banking and finance, law and accountancy and industry specialisations. The highly experienced team, with long established roots in the region, has helped many Asian companies realise their growth potential.

For more information on CLSA Capital Partners or the specific funds please visit [www.clsacapital.com](http://www.clsacapital.com)

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