



## RB invests in Bombay Shaving Company

**London, 28th January 2021** - Reckitt Benckiser (RB) today announces that it has led a £4 million funding round in Indian-based [Bombay Shaving Company](#) (BSC). The investment demonstrates RB's commitment to innovative, purpose-driven brands and is in line with its strategy to play in new spaces and places.

Launched in 2016, BSC has a portfolio of over 100 products across shaving, bath and body, skin, and beard care. RB's investment will support the company's plans to scale its operations and provide BSC with access to RB's global scale, expertise and mentorship, helping to grow the start-up as the leaders in men's wellness.

Arjun Purkayastha, RB's Senior Vice President, eCommerce, Digital and Ventures will join the BSC board.

Commenting on the investment, Arjun Purkayastha, said: "We are thrilled to partner with team at Bombay Shaving Company. Our investment represents a commitment to bring the best of two worlds together – BSC's expertise in digital-first brands with strong eCommerce capabilities, and RB's expertise in branding, manufacturing and global scale. Together, this combination of complementary skills sets us up for huge success."

"RB has an excellent record in building health and wellness brands over its 200-years heritage. Working in partnership, we are ambitious for what we can achieve to scale BSC's operations with an omnichannel presence", said Shantanu Deshpande, founder and CEO of Visage Lines, the owner of BSC.

### **About RB**

RB\* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Enfamil, Nutramigen, Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Cillit Bang, Mortein, Finish, Vanish, Calgon, Woolite, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB's passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide.

For more information visit [www.rb.com](http://www.rb.com)

*\*RB is the trading name of the Reckitt Benckiser group of companies*



## **About Bombay Shaving Company**

Launched in June 2016 by ex-McKinsey & Co consultant Shantanu Deshpande, BSC is a men's skincare brand that has presence across shave, beard, skin and bath and body categories. In 3.5 years, BSC has quickly become a salient brand in the space and attracted investments from 30 angels, Fireside Ventures, Colgate Palmolive, Sixth Sense and now RB.

This will be the fifth round of financing for the company that has been invested in by Sixth Sense Venture Partners, Colgate Palmolive and noted industry powerlifters like S Ramadorai former vice-chairman of TCS along with 16 senior partners from McKinsey & Company since inception. In 2019, the company had also created 20 Cr of exit for early angels and employees.

### **For further information, please contact:**

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