Office for Competition

COMP-MCCAA/15/2026 – ACQUISITION OF OMEGA MEYER LIMITED AND MEYER ORGANIC PRIVATE LIMITED BY BCPE WELLBEING HOLDCO TWO LIMITED AND INTEGRAL INVESTMENTS ASIA IV LIMITED

Decision pursuant to Regulations 6 (1) (ii) and 12(4) of the Control of Concentrations Regulations (LN 294 of 2002 as subsequently amended)

DATE: 17 September 2026

1. On 21 August 2026, the Office for Competition (hereinafter referred to as 'the Office') received a notification of a proposed concentration pursuant to Regulation 5 of the Control of Concentrations Regulations (hereinafter referred to as 'the Regulations'), whereby Bain Capital Investors, LLC (hereinafter referred to as 'Bain') within the meaning of Article 2 of the Regulations, will acquire, through BCPE Wellbeing Holdco Two Limited (hereinafter referred to as 'BCPE') and Integral Investments Asia IV Limited (hereinafter referred to as 'Asia'), sole control of Omega-Meyer Limited (hereinafter referred to as 'Omega Meyer') and Meyer Organics Private Limited (hereinafter referred to as 'Meyer Organics'), respectively. This concentration is accomplished through two Share Purchase Agreements, one for each acquisition.

2. The business activities of the undertakings concerned are the following:

    a. Bain is a private equity investment firm based in the US that invests in companies across various industries, including information technology, healthcare, retail and consumer products, communications, financial services and industrial/manufacturing.

    b. BCPE and Asia are both special purpose vehicle created for the purpose of this concentration, which are controlled by funds managed and/or advised by Bain.

    c. Omega Meyer owns and controls the international group of companies and affiliates doing business as Vitabiotics which is a family-run British nutraceutical company involved in developing scientifically researched vitamin and healthcare supplements. Vitabiotics offers a portfolio of products designed to support different life stages and health needs, including pregnancy care, men and women's health, beauty nutrition, immune support, joint health, and general wellbeing.

    d. Meyer Organics owns and controls the international group of companies and affiliates doing business as Meyer Organics and is dedicated to introducing innovative therapies in India's wellness landscape across diverse segments, including bone & joint health, fertility and menopause support, pregnancy care, immunity, obesity management, wellness & beauty nutrition, anti-infectives, and pain management.

3. The completion of the proposed transaction is conditional upon, inter alia, clearance from the Office.

4. After examination of the notification, the Office has concluded that the notified concentration will not result in any substantial lessening of competition, as there are no vertical or horizontal overlaps. Thus, the notified concentration falls within the scope of Article 12 (1) (ii) of the Regulations on the treatment of simplified procedures for certain concentrations.

5. For reasons set out in Regulations on simplified procedure, the Office has decided not to oppose the notified concentrations and to declare it lawful. This decision is adopted in application of Articles 6 (1) (ii) and 12 (4) of the Regulations.

For the Office for Competition