



Date: 1st August, 2024

The Manager - Listing
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G. Block
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
Scrip Code: EMAMILTD

The Manager - Listing
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 531162

Sub: Press Release and Investor Presentation

Dear Sir/ Madam,

In compliance with the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed the Press Release and Investor Presentation in relation to the Unaudited Financial Results of the Company for the First Quarter ended 30th June, 2024.

The aforesaid information is also disclosed on the website of the company at www.emamilttd.in.

This is for your information and record.

Thanking You,

Yours Sincerely,

For Emami Limited

Sandeep Kumar Sultania

Company Secretary, Compliance Officer & VP-Sales Commercial

Membership No: A13546

(Encl: As above)

EMAMI POSTS ROBUST VOLUME LED PROFITABLE GROWTH IN Q1FY25

Q1FY25 HIGHLIGHTS

- ❖ **Revenue from Operations at ₹ 906 crore grew by 10%**
 - Domestic Business grew by 10% with a volume growth of 8.7%
 - International Business grew by 11% growth in Constant currency
- ❖ **Gross Margins at 67.7% improved by 230 bps**
- ❖ **EBIDTA at ₹ 216 crore grew by 14% despite 21% higher investments in A&P**
 - EBIDTA margins improved by **90 basis points to 23.9%**
- ❖ **PBT at ₹ 178 crore grew by 19%**
- ❖ **PAT at ₹ 153 crore grew by 11%**

Note: All financial figures are based on Consolidated Financials

Kolkata, Thursday 1st August 2024: The Board of Directors of Emami Limited met on Thursday, 1st August 2024 to consider the unaudited financial results of the company for the first quarter ended 30th June 2024.

As the Company celebrates its 50th anniversary commemorating five decades of delivering happiness to consumers worldwide, this milestone year has begun on a positive note. Resilience and innovative spirit have always been the cornerstones of Emami's success, driving it to achieve commendable performance and setting the stage for a bright and prosperous future.

The quarter witnessed sequential improvement in demand trends with slight green shoots witnessed in rural demand. However, increasing food inflation continued to impact discretionary consumption. The country witnessed one of its hottest summers, boosting a healthy demand for summer products but dampening sales of non-summer products and reducing out-of-home consumption.

In the given macroeconomic context, the Company reported a commendable performance in the first quarter posting a volume led profitable growth. While, overall Revenues at ₹906 crore grew by 10%, Domestic Business also grew by 10% with a healthy volume growth of 8.7%. Modern trade, eCommerce, and institutional channels continued to post strong growth, while general trade also rebounded to positive territory.

The summer portfolio delivered strong growth, fuelled by the robust performances of Navratna Cool Talc and Dermicool. Healthcare range, 7 Oils in One, The Man Company, Brillare, and BoroPlus also performed well.

Innovation being a hallmark of Emami, the Company launched two extensions for Dermicool - “Dermicool Her”, the first ever prickly heat powder for women during the quarter and Dermicool soap in the Modern trade and eCommerce channel. Under the Kesh King brand, the Company launched Organic Rosemary Oil & Rosemary Shampoo in the ecommerce space. Additionally, the Company also introduced five new digital-first products: Dia-BTS tonic, DiaBTS tablets, Zandu Neelibhringar Hair Oil, Zandu Ashwagandha 66 (KSM-66) and Zandu Shilajit Gold Plus Resin capsules on Zanducare portal.

To further strengthen the brand equity of Navratna, the company onboarded renowned comedian Kapil Sharma and his team for Navratna Cool Oil’s new campaign - “*Thandak ka Badshah.*” A new TV commercial featuring Shilpa Shetty and Palak Tiwari was also launched to drive awareness and consideration for Kesh King Shampoo.

Despite geopolitical crisis and currency depreciations in key geographies, International business grew by 11% in constant currency and by 10% in INR terms. The performance was led by double digit growths in MENA and SAARC regions.

In Q1FY25, Gross margins at 67.7% expanded by 230 basis points. EBIDTA at ₹216 crore grew strongly by 14%, despite strong investments behind brands which led to a 21% surge in A&P spends. Notably, Profit before tax at ₹178 crore grew by 19% and Profit after tax at ₹153 crore grew by 11%.

Mr Harsha V Agarwal, Vice Chairman and Managing Director, Emami Limited said:

“I am very happy to announce a strong and profitable growth this quarter, highlighted by robust domestic volume growth of 8.7%, a befitting start to the new financial year as we celebrate our 50th Anniversary. Our summer portfolio performed exceptionally well, led by the stellar performances of our power brands, Navratna and Dermicool. Modern trade, eCommerce, and institutional channels continued to post strong growth in the Domestic business and our International Business also witnessed impressive growth of 11% in constant currency driven by the MENA and SAARC regions. As we move forward, we remain committed to delivering sustainable and profitable volume-led growth.”

Mr Mohan Goenka, Vice Chairman and Whole-Time Director, Emami Limited said:

“I am delighted to share that while our sales grew in double digits, our profits grew even faster with a 14% growth in EBITDA, despite 21% higher investments behind our brands. Our EBITDA margins also improved by 90 basis points. We continue to focus on our strategy to improve our distribution, invest aggressively in our key brands, and drive market share growth across our portfolio. With the forecast of a normal monsoon and the government’s continued focus on macro-economic growth, we expect growth to accelerate in the coming months.”

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 450 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, went on to acquire 'Dermicool', one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 4.9 million retail outlets across India through its network of 4000+ distributors and its global footprint spans over 70 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidhyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal and many others over the years.

With a market cap of ~ ₹35,000 crores, Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamilttd.in for further information.

For further information, please contact:

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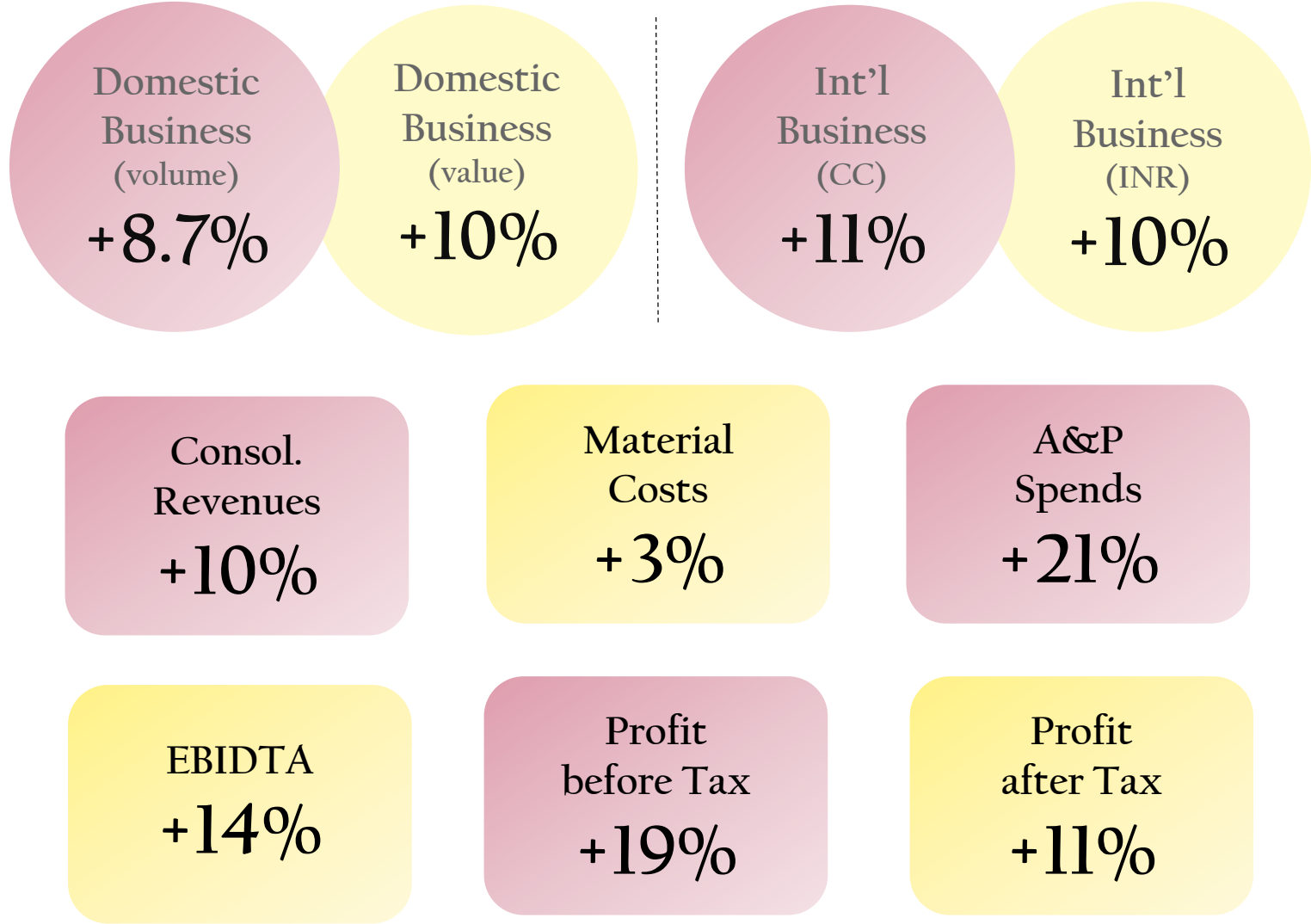
Email: mahasweta.sen@emamigroup.com

Navratna
AYURVEDIC OIL

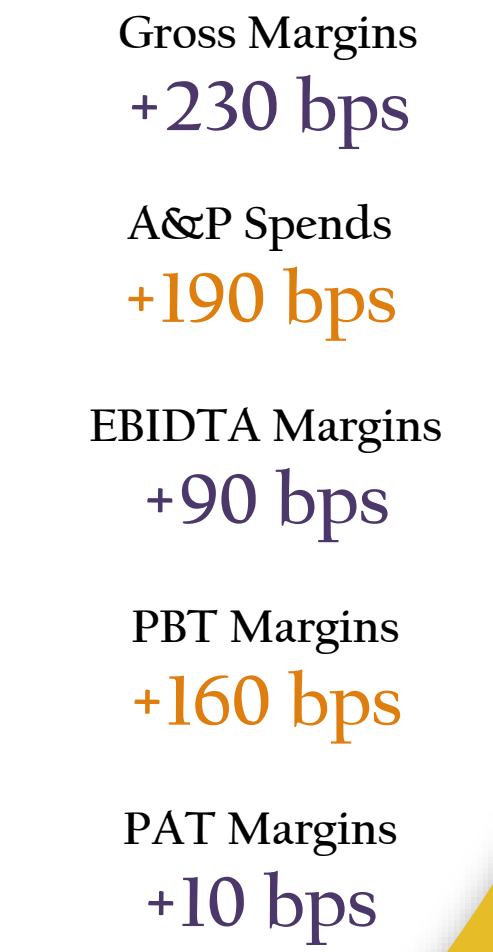
Aa gaya hai
Comedy ka
Baadshah
Rahat ka Raja!



Q1Y25 Performance Snapshot



Margins



Note: All numbers are on Consolidated Financial basis

Domestic Brand wise Performance

Navratna & Dermicool Range



QIFY25
Growth
+27%

- ▶ Roped in renowned comedian Kapil Sharma and team for a new campaign for Navratna Cool Oil- “Thandak ka Badshah”
- ▶ Strong marketing inputs with enhanced BTL support for Navratna Cool oil and 360° activations for Navratna Cool Talc
- ▶ Launched first prickly heat powder for women – “Dermicool Her” in May’24 with fresh floral fragrance & silky smooth feel
- ▶ Extended the brand equity by launching Dermicool Cool Soap
- ▶ Launched innovative activation : Dermicool Traffic Shades at major crossings providing relief to commuters from the harsh summers – received strong visibility on print and social media

Domestic Brand wise Performance

Healthcare Range



QIFY25
Growth
+11%

- ▶ OTC & Medico range posted high single digit growth while Zanducare grew strongly led by Digital first portfolio
- ▶ Increased BTL campaigns through consumer sampling focus on high growth potential brands such as Zandu Ayurvedic Cough Syrup, Health Juices, Zandu Chyawanprash
- ▶ Launched 5 new Digital first products on Zanducare

BoroPlus Range



QIFY25
Growth
+4%

- ▶ Strong double digit growth in Prickly heat powder, Aloevera gel and moisturizing lotions.
- ▶ Launched a new SKU of BoroPlus Aloe Neem Lotion for traditional trade channel

Domestic Brand wise Performance

Pain Management Range



QIFY25
 Growth
-7%

- ▶ Extended summers with strong heat waves impacted sales; decline arrested from June'24
- ▶ Participated in religious fairs & festivals - Pandharpur (Maharashtra), Jagannath puri (Orissa), Navchandi (UP) and marathon in Surat and Physiotherapist conference

Male Grooming Range



QIFY25
 Growth
-5%

- ▶ Recent launch of Fair and Handsome Nature First range of Cream and Facewash performing well

Domestic Brand wise Performance

Kesh King Range



QIFY25
 Growth
-15%

- ▶ Promoted Kesh King Oil across mediums with constant BTL support & activated micro market drive focusing on Maharashtra, West Bengal & Bihar
- ▶ Launched new TVC with Shilpa Shetty & Palak Tiwari to drive awareness & consideration for Kesh King Shampoo.
- ▶ Launched Kesh King Organic Rosemary Oil & Shampoo

7 Oils in One



QIFY25
 Growth
+9%

- ▶ Google Display Ads branding initiative undertaken to increase the awareness for the brand in priority and metro cities

Strategic Subsidiaries



Sales grew strongly by 23%

New Launches – Q1FY25

Digital first launches on Zanducare



Dermicool Her Prickly Heat Powder



Dermicool Soap



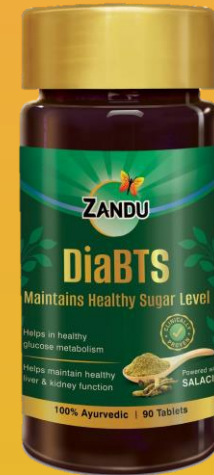
Kesh King Organic Rosemary Oil & Rosemary Shampoo



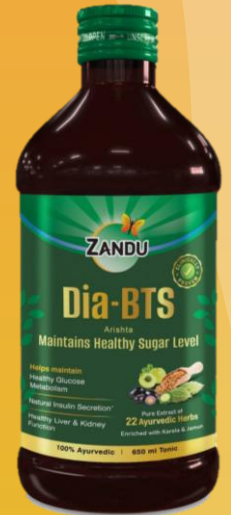
Zandu Ashwagandha 66 (KSM-66) capsules



Zandu Neelibhringar Oil



Zandu DiaBTS tablets



Zandu Dia-BTS tonic

Zandu Shilajit Gold Plus Resin



Deepening Consumer Connect: TV & Outdoor



New TVC's



“Thandak Ka Badshah” campaign with Kapil Sharma & team for Navratna Cool Oil



New TVC for Dermicool highlighting the Double Power of Neem & Tulsi and LUP pack



New TVC for Kesh King Shampoo featuring Shilpa Shetty & Palak Tiwari

TV Campaigns



Associate Sponsorship with TV9 across TV and Digital during 2024 general elections



TVC for Navratna cool talc featuring Varun Dhawan emphasizing “Cooling+Fragrance”



TVC for Kesh King featuring Shilpa Shetty

Outdoor



Innovative Traffic shades for Dermicool & Hoardings for Kesh King

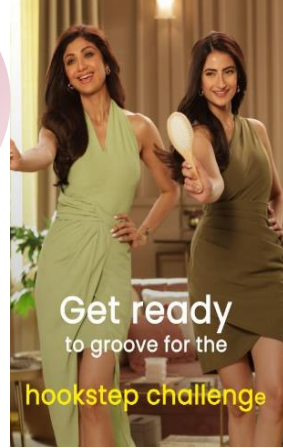
Deepening Consumer Connect: Digital Campaigns

Navratna Cool Chase Digital game



7.0 cr+
virws

Hookstep challenge for Kesh King Shampoo



1.1 cr+
views

Hotstar mobile integration during T20 World Cup



32 cr+ impressions

Dynamic Creative Optimization for Navratna



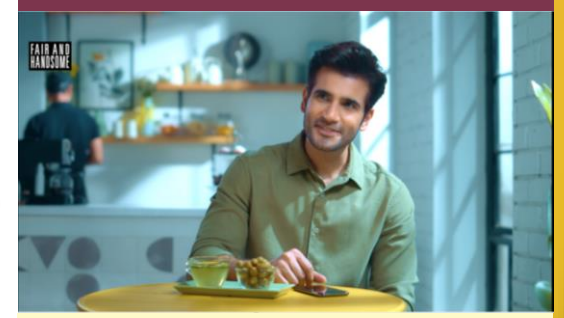
2.3 cr impressions

Navratna Garmi Campaign on Youtube and Facebook



2.1 cr+
virws on YouTube
 2.6 cr+
virws on Facebook

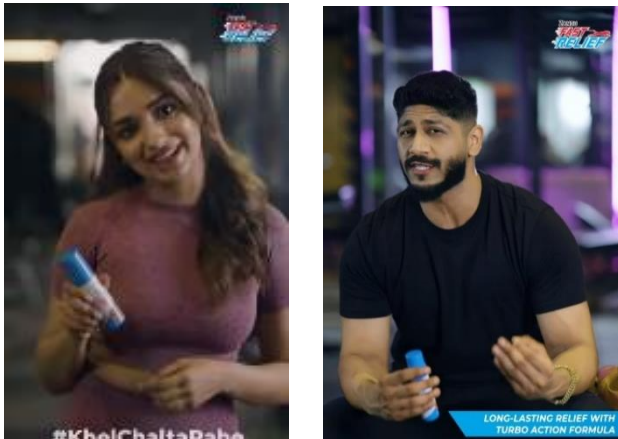
Campaign with Karan Tacker for Fair and Handsome Nature First



6.2 cr impressions

Deepening Consumer Connect: Influencer marketing

Zandu Fast Relief Campaign



16.8 mn views

World Laughter Day Campaign for Navratna



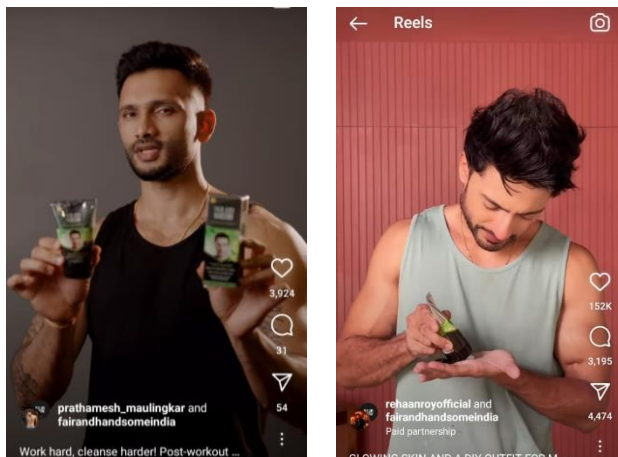
2.2 mn views

Dance Influencers for Kesh King



306k views

Fair & Handsome Nature Flrst campaign



3,8 mn views

Influencer campaign for Kesh King Onion Range



Deepening Consumer Connect: BTL Activations

Branding in -250 buses



6200+ Auto Hood branding



Branding in 440 local trains



6800+ Dealer Board Branding



3200+ Wall paintings & wraps



600+ Railway Station Branding



130+ Chemist outlet branding



Sunshades



Rural Vans



Deepening Consumer Connect: BTL Activations

Navratna Cool Zones



GT POSM Execution



Modern Trade activations



Participation in major fairs & festivals



Counter tops & Dispenser boxes



International Business

Growth in Constant
Currency
+11%

Growth in INR terms
+10%

Contribution to
overall Sales
15%

SAARC & SEA (46% contribution)

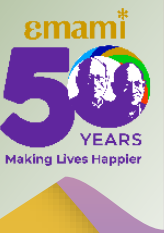
MENA (41% contribution)

CIS (7% contribution)



Strong growth in MENA & SAARC regions

Profitability



QIFY25
Revenues
₹ 906 cr

QIFY25
Gross Profit
₹ 613 cr

QIFY25
A&P Spends
₹ 184 cr

QIFY25
EBIDTA
₹ 216 cr

QIFY25
PBT
₹ 178 cr

QIFY25
PAT
₹ 153 cr

Revenue
Growth
+10%

Gross Profit
Growth
+14%

A&P Spends
Growth
+21%

EBIDTA
Growth
+14%

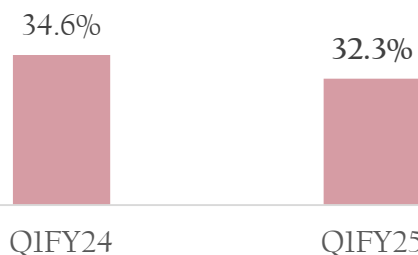
PBT
Growth
+19%

PAT
Growth
+11%

Financial Analysis

Cost of Goods Sold (as a % of Revenues)

-230 bps



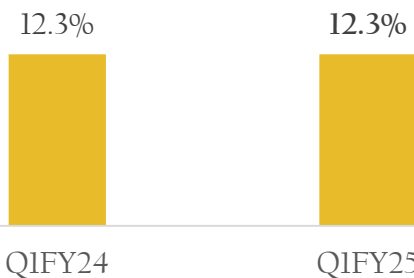
Q1FY24

Q1FY25

Grew by 3% over PY

Staff Costs (as a % of Revenues)

Flat



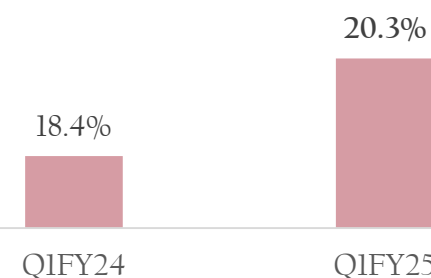
Q1FY24

Q1FY25

Grew by 10% over PY

A&P Costs (as a % of Revenues)

+190 bps



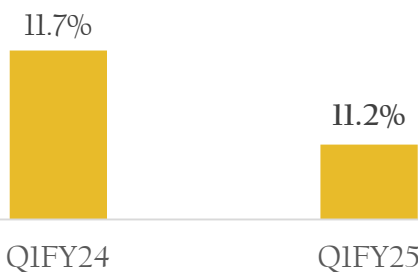
Q1FY24

Q1FY25

Grew by 21% over PY

Admin & Other Exp (as a % of Revenues)

-50 bps

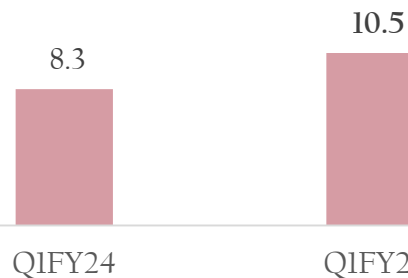


Q1FY24

Q1FY25

Grew by 5% over PY

Other Income (₹ in cr)

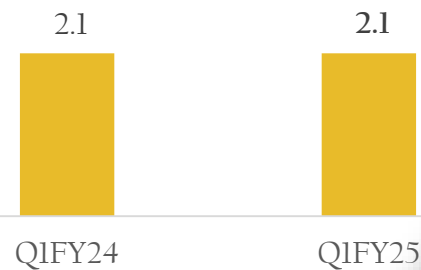


Q1FY24

Q1FY25

Grew by 26% over PY

Interest Paid (₹ in cr)



Q1FY24

Q1FY25

Declined by 4% over PY

Consolidated Financials

₹ in crore

Particulars	QIFY25	%	QIFY24	%	Growth over PY	FY24	%
Net Sales	896.5	98.9%	814.3	98.6%	10.1%	3,530.3	98.7%
Other Operating Income	9.6	1.1%	11.4	1.4%	-15.9%	47.8	1.3%
Revenue from Operations	906.1	100.0%	825.7	100.0%	9.7%	3,578.1	100.0%
Materials Cost	293.0	32.3%	285.6	34.6%	2.6%	1,160.5	32.4%
A&P	183.7	20.3%	151.9	18.4%	21.0%	652.2	18.2%
Staff Cost	111.1	12.3%	101.4	12.3%	9.5%	395.6	11.1%
Admin and other expenses	101.8	11.2%	96.8	11.7%	5.2%	420.2	11.7%
EBIDTA	216.5	23.9%	190.0	23.0%	13.9%	949.5	26.5%
Other Income	10.5	1.2%	8.3	1.0%	26.3%	46.8	1.3%
Interest	2.1	0.2%	2.1	0.3%	-3.9%	10.0	0.3%
Amortisation of acquired TM's/ brands	23.2	2.6%	23.2	2.8%	0.2%	93.2	2.6%
Depreciation/Amortisation of other assets	21.2	2.3%	22.8	2.8%	-7.1%	92.7	2.6%
PBT before Exceptional Items	180.5	19.9%	150.2	18.2%	20.2%	800.4	22.4%
Share of Profit /(loss) of associate	(2.1)	-0.2%	(0.5)	-0.1%	318.4%	(3.7)	-0.1%
Exceptional Items	-	0.0%	-	0.0%		(5.9)	-0.2%
PBT	178.4	19.7%	149.7	18.1%	19.2%	790.8	22.1%
Tax	27.8	3.1%	12.9	1.6%	115.3%	66.7	1.9%
Profit After Tax	150.6	16.6%	136.8	16.6%	10.1%	724.1	20.2%
Non controlling interest	(2.0)	-0.2%	(1.0)	-0.1%	110.7%	0.6	0.0%
Profit for the Period	152.6	16.8%	137.7	16.7%	10.8%	723.5	20.2%

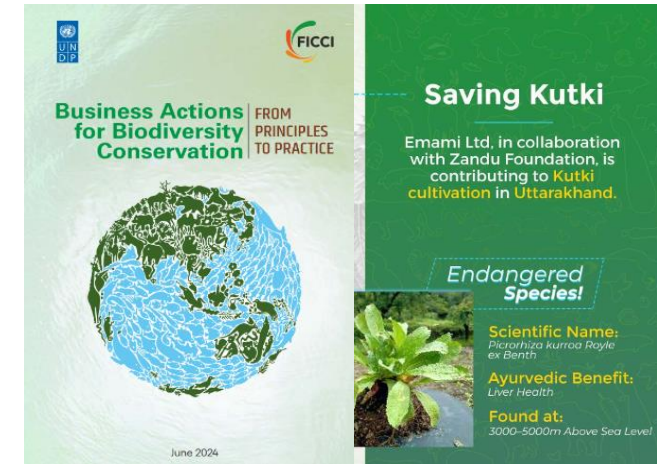
Awards, Accolades & Recognitions



Honoured with 'Most Enduring Brand of the Year 2024' by Adgully's Marketing & Advertising Awards Kolkata Chapter, at the esteemed platform of CMOs' Charcha - 2024.



Received the SIES SOP Star Award 2023 in the Health & Personal care category for the unique packaging of Kesh King Organic Shampoo range



Featured in the FICCI-UNDP report "Business Actions on Biodiversity Conservation" highlighting the Company's efforts to protect the endangered Kutki herb

INTRODUCING
NEW DERMICOOOL



Her



With
Silky Smooth Texture



Tough on
prickly heat,
silky-soft
on your skin



Thank you