



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 Second Quarter and Half Year ended 30<sup>th</sup> September, 2024.

The aforesaid information will also be available on the website of the company at <u>www.emamiltd.in.</u>

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)

### emam<sup>\*</sup> limited



### EMAMI DELIVERS SUSTAINED PROFITABLE GROWTH IN Q2 FY25

<u>Q2FY25 HIGHLIGHTS</u>						
<ul> <li>Revenue from Operations at ₹ 891 crore grew by 3%</li> <li>Domestic Business grew by 2.6%</li> <li>International Business grew by 6%; 12% growth excl. Bangladesh</li> </ul>						
Gross Margins at 70.7% improved by 60 bps						
<ul> <li>◆ EBIDTA at ₹ 250 crore grew by 7%</li> <li>○ EBIDTA margins improved by 110 basis points to 28.1%</li> </ul>						
PBT at ₹ 220 crore grew by 13%						
PAT at ₹ 213 crore grew by 19%						
Increased stake in Helios Lifestyle (The Man Company) from 50.4% to 98.3%						
◆ The Board of Directors declared an interim dividend of 400%, amounting to ₹4 per share for FY25.						
Note: All financial figures are based on Consolidated Financials						

<u>**Guwahati, Thursday 7<sup>th</sup> November 2024:**</u> The Board of Directors of Emami Limited met on Thursday, 7<sup>th</sup> August 2024 to consider the unaudited financial results of the company for the second quarter and half year ended 30<sup>th</sup> September 2024.

At a macro level, the quarter brought its share of challenges, with demand trends aligning closely with those seen in the first quarter. Persistent high food inflation continued to weigh on mass consumer spending. Internationally, political unrest in key markets, including Bangladesh, created some temporary disruptions.

In the given context, the Company reported overall Revenues at ₹891 crore grew by 3% with Domestic Business growing by 2.6%. Major brands Navratna, Dermicool and Healthcare range and Pain Management range performed well.

The company continued to drive its innovation pipeline forward, launching 11 new products this quarter. These include the DermiCool Sweat Reliever Super Active Talc and Ice Cool Shower Gel, as well as the De-Tan & Deep Cleansing Face Wash, Style Lock Shampoo, Fresh Impact Body Wash, Odour Control Shower Gel, and two EDT perfumes under the brand 'HE'. In the

healthcare segment, new additions to the Zanducare portal included Zandu Daily Health Super Greens, Zandu Dirghayuprash, and Zandu Hair Growth Serum. Additionally, the company relaunched its light moisturizing cream, BoroPlus Soft, with a new look.

The company's International Business demonstrated resilience amid geopolitical challenges, achieving a 12% sales growth excluding Bangladesh. Overall, the International Business expanded by 6% in both constant currency and INR terms during Q2, driven by strong performance in the MENA region.

In the Q2FY25, gross margins increased by 60 basis points to 70.7%, while EBITDA grew by 7% to ₹250 crore, with margins expanding by 110 basis points to 28.1%. Profit Before Tax rose by 13% to ₹220 crore, accompanied by a 220 basis point margin expansion, and Profit After Tax surged by 19% to ₹213 crore.

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

We are pleased to close the first half of the year with strong performance, achieving 6% revenue growth, 10% EBITDA growth, and a 16% profit increase despite macroeconomic challenges. For H2 FY25, we expect stronger offtakes driven by improved urban demand and stable seasons ahead.

Our international business demonstrated resilience despite geopolitical challenges, delivering double-digit growth, excluding Bangladesh. Besides good performance of our existing brands, strategic investments and the recent launch of 11 new domestic products are set to boost consumer confidence and drive double-digit revenue growth in the second half."

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

"Organized channels like Modern Trade, e-Commerce, and Institutional sales now contribute 26.6% to our domestic business, a 190-basis point increase in the first half. We remain committed to achieving high single-digit revenue growth and double-digit EBITDA growth for FY25.

The Q3 relaunch of Fair and Handsome and focused efforts on Kesh King strengthen our confidence in driving H2 growth. With a favourable winter forecast, we expect strong performance from our winter portfolio."

#### <u>About Emami Ltd</u>

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'



### emam<sup>\*</sup> limited

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, Vidyut 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 ~ ₹28,000 crores, Emami Ltd is the flagship Company of the diversified Emami Group. Please visit <u>www.emamiltd.in</u> for further information.

#### For further information, please contact:

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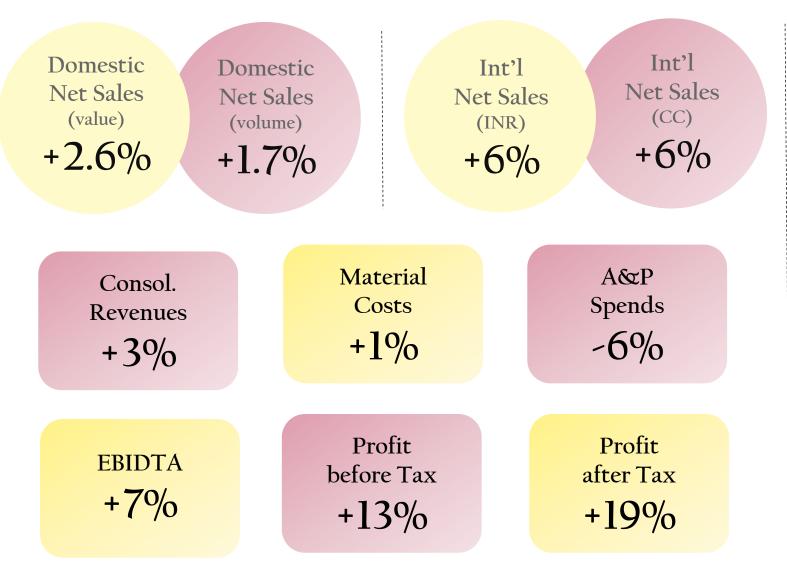






### Q2 & H1FY25 Performance Update 7<sup>th</sup> November 2024

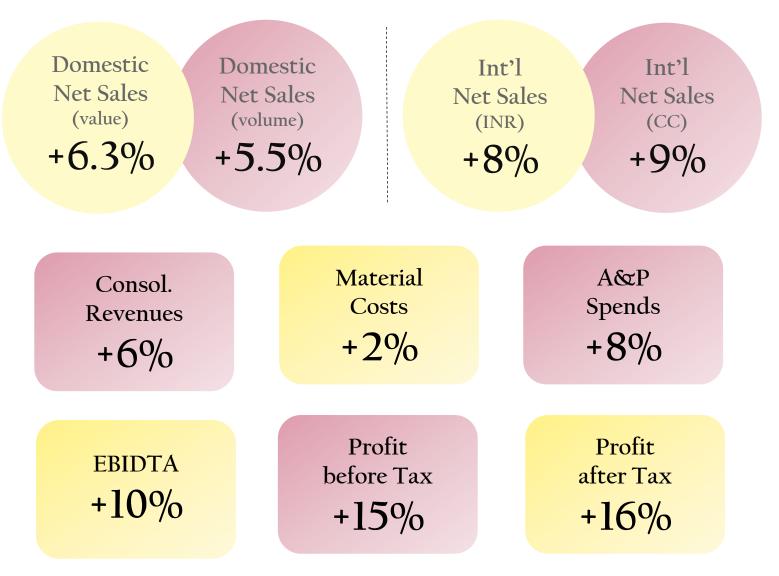
# **Q2Y25 Performance Snapshot**



Margins **Gross Margins** +60 bps A&P Spends -150 bps **EBIDTA Margins** +110 bps **PBT Margins** +220 bps **PAT Margins** +330 bps



# H1Y25 Performance Snapshot



Margins **Gross Margins** +140 bps A&P Spends +20 bps **EBIDTA Margins** +90 bps **PBT Margins** +180 bps **PAT Margins** +160 bps



Emami 55000 YEARS Making Lives Happier

Q2FY25 Growth

+10%

HIFY25 Growth

+22%

Navratna & Dermicool Range



- ▶ Volume Market Share of Cool Oils increased by 30 bps to 68.0% in MAT Sep'24
  - Household penetration for Cool Oils increased by 40 bps to 10.2% in MAT Sep'24
- Campaign launched with Kapil Sharma & Team 360 degree campaign including TV, Print, Digital & BTL
  - Strong marketing inputs with enhanced BTL support, impact digital campaigns, Dynamic creative optimization
- Launched DermiCool Sweat Reliever Super Active Talc and DermiCool Ice Cool Shower Gel in Q2FY25
  - Earlier launched Dermicool Her Talc and Dermicool Soap in Q1FY25





- **O2FY25** Growth +11% HIFY25 Growth +11%
- $\triangleright$ Double digit growth in Nityam, Generic range, Vigorex, Zandu Cough Syrup, Zandu Health Juices and Zandu Honey
- $\triangleright$ Investing heavily on Digital Media, ATL campaigns, Influencer campaigns, rural activations, sampling and BTL activations
- $\triangleright$ Launched 3 new Digital first products on Zanducare



**BoroPlus Range** 

Growth +2%

- HIFY25 Growth +3%
- BoroPlus Soft relaunched in Sep'24 in a fresh, new look
- $\triangleright$ Strong growth in BoroPlus Aloe vera gel and BoroPlus Soaps









- Strong growth in Zandu Ortho Vedic Oil and Zandu Fast Relief Spray gaining traction in new age channels
- $\triangleright$ Continued media support with "Har Dard Se Aaram" campaign with Sonu Sood for Zandu Balm, "Kadak dard ka jawab kadak balm" for Ultra power variant and "Raavan- Udhan Khatola" campaign for Mentho Plus balm.
- $\triangleright$ Penetration levels increased by 10 bps to 2.0% in MAT Sep'24; Category growth of 9% vis-à-vis 10% growth in Fair and Handsome Cream in MAT Sep'24
- $\triangleright$ Brand relaunch & new campaign planned in Nov'24
- $\triangleright$ Pivoting Brand 'HE', across fast growing & future facing male grooming space - Launched 6 new Digital first products







- Volume Market Share increased by 30 bps to 29.5% in Q2FY25 and by 10 bps to 29.4% in H1FY25
- High-reach campaigns executed across TV, print, religious gatherings, social media and OTT platforms, along with customer engagement contests.



 Visibility Drives & participation in religious gatherings to connect with consumers

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### **Strategic Subsidiaries**





- Increased stake in Helios Lifestyle (The Man Company) from 50.4% to 98.3%
- Growth of 4% in H1FY25; Decline of 9% in Q2FY25 on account of transition and change of management at Helios Lifestyle

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### New Launches – Q2FY25







DermiCool Sweat Reliever Super Active Talc

DermiCool Ice Cool Shower Gel

HE De-Tan & Deep Cleansing Face Wash



HE Style lock Shampoo



**HE Fresh** Impact Body Wash



**HE Odour** Control Shower Gel



Eau De Toilette 100ml e 3.4FL.OZ. **HE** Absolute **EDT** Perfume

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HE

PLEASURES

**HE** Pleasures **EDT** Perfume

HE

PLEASURES

Eau De Toilette 100ml e 3.4FL.OZ

Digital first launches on Zanducare



Zandu Daily Health Super Greens



Zandu Dirghayuprash



Zandu Hair Growth Serum

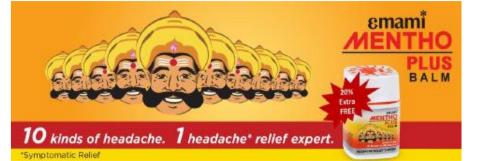
**Relaunch of BoroPlus Soft** 



BoroPlus Soft -Relaunch with new packaging

## **Deepening Consumer Connect: ATL**





'Raavan -Udhan Khatola" campaign for Mentho Plus Balm



TVC for Zandu Ayurvedic Cough Syrup







### **Deepening Consumer Connect: BTL Activations**



Bus & Auto Hood Branding

College Visibility



Rural Vans



#### Chemist outlet branding









#### Participation in Conferences, Marathons, fairs & festivals etc







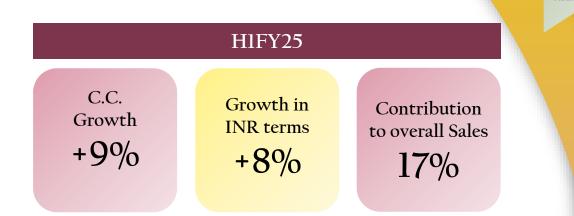




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### **International Business**





### SAARC & SEA (39% contribution)



MENA (43% contribution)



### CIS (11% contribution)



Growth of 12% in Q2 and 10% in H1 excluding Bangladesh

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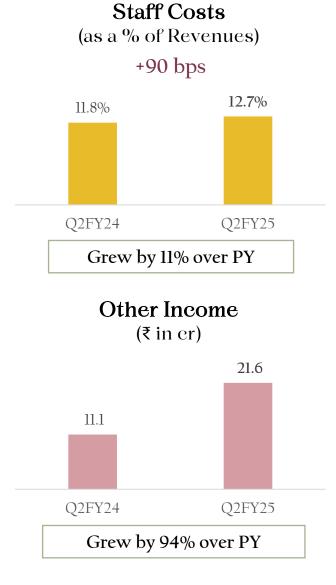
# Profitability

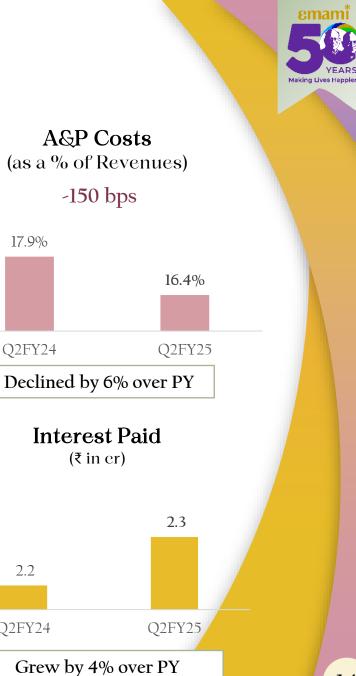


Q2FY25	Q2FY25	Q2FY25	Q2FY25	Q2FY25	Q2FY25
Revenues	Gross Profit	A&P Spends	EBIDTA	PBT	PAT
₹891 cr	₹630 cr	₹146 cr	₹ 250 cr	₹ 220 cr	₹ 212 cr
Revenue	Gross Profit	A&P Spends	EBIDTA	PBT	PAT
Growth	Growth	Growth	Growth	Growth	Growth
+3%	+4%	-6%	+7%	+12%	+19%

### **Q2FY25** Financial Analysis

Cost of Goods Sold (as a % of Revenues) -60 bps 29.9% 29.3% Q2FY24 Q2FY25 Grew by 1% over PY Admin & Other Exp (as a % of Revenues) Flat 13.5% 13.5% Q2FY24 Q2FY25 Grew by 4% over PY





17.9%

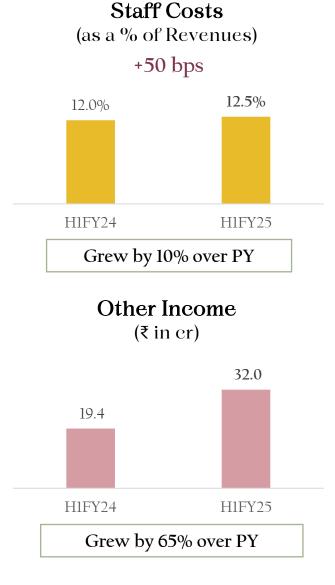
Q2FY24

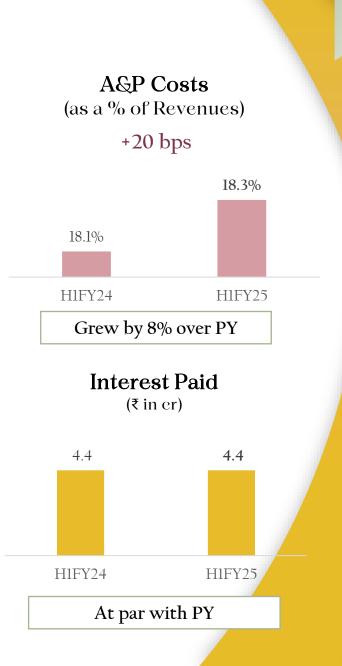
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Q2FY24

### H1FY25 Financial Analysis

Cost of Goods Sold (as a % of Revenues) -140 bps 32.2% 30.8% H1FY24 H1FY25 Grew by 2% over PY Admin & Other Exp (as a % of Revenues) -20 bps 12.6% 12.4% HIFY24 HIFY25 Grew by 4% over PY





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# **Q2FY25** Consolidated Financials



Growth % Particulars **Q2FY25** % **Q2FY24** FY24 % over PY Net Sales 878.7 98.7% 851.4 98.4% 3.2% 3,530.3 98.7% Other Operating Income 11.9 1.3% 13.4 -11.6% 47.8 1.3% 1.6% **Revenue from Operations** 100.0% 100.0% 3,578.1 100.0% 890.6 864.9 3.0% Materials Cost 261.0 29.3% 258.8 29.9% 0.9% 1,160.5 32.4% A&P 145.7 16.4% 154.4 17.9% -5.6% 652.2 18.2% Staff Cost 395.6 112.9 12.7% 101.7 11.8% 11.0% 11.1% Admin and other expenses 120.5 13.5% 116.3 13.5% 3.6% 420.2 11.7% EBIDTA 250.5 28.1% 233.7 27.0% 7.2% 949.5 26.5% Other Income 21.6 2.4% 11.1 1.3% 94.1% 46.8 1.3% Interest 2.3 0.3% 2.2 0.3% 3.7% 10.0 0.3% Amortisation of acquired TM's/ brands 23.3 23.4 2.7% 93.2 2.6% 2.6% -0.6% Depreciation/Amortisation of other assets 21.3 2.4% 22.7 2.6% -5.8% 92.7 2.6% PBT before Exceptional Items 225.1 25.3% 196.5 22.7% 14.6% 800.4 22.4% Share of Profit /(loss) of associate (4.6)-0.5% (0.6)-0.1% 643.7% (3.7)-0.1% **Exceptional Items** (5.9)-0.2% 0.0% 0.0% ~ ~ PBT 220.4 24.8% 195.8 22.6% 12.6% 790.8 22.1% Tax 9.5 1.1% 1.8% -40.3% 66.7 1.9% 15.8 Profit After Tax 211.0 23.7% 17.2% 724.1 20.2% 180.0 20.8% Non controlling interest (1.7)-0.2% 1.5 0.2% -213.4% 0.6 0.0% Profit for the Period 23.9% 178.5 723.5 212.7 20.6% 19.1% 20.2%

### H1FY25 Consolidated Financials



Growth Particulars % HIFY25 % HIFY24 FY24 % over PY Net Sales 1,775.2 98.8% 1,665.7 98.5% 6.6% 3,530.3 98.7% Other Operating Income 21.4 -13.6% 47.8 1.3% 1.2% 24.8 1.5% **Revenue from Operations** 100.0% 100.0% 6.3% 3,578.1 100.0% 1,796.7 1,690.5 Materials Cost 554.0 30.8% 544.4 32.2% 1.8% 1,160.5 32.4% A&P 329.4 18.3% 306.3 18.1% 7.6% 652.2 18.2% Staff Cost 395.6 223.9 12.5% 203.1 12.0% 10.3% 11.1% Admin and other expenses 222.4 12.4% 213.1 12.6% 4.3% 420.2 11.7% EBIDTA 467.0 26.0% 423.7 25.1% 10.2% 949.5 26.5% Other Income 32.0 1.8% 19.4 1.1% 65.1% 46.8 1.3% Interest 4.4 0.2% 4.4 0.3% 0.0% 10.0 0.3% Amortisation of acquired TM's/ brands 46.5 46.6 2.8% 93.2 2.6% 2.6% -0.2% Depreciation/Amortisation of other assets 42.6 2.4% 45.5 2.7% -6.4% 92.7 2.6% PBT before Exceptional Items 405.5 22.6% 346.6 20.5% 17.0% 800.4 22.4% Share of Profit /(loss) of associate (6.7)-0.4% (1.1)-0.1% 498.6% (3.7)-0.1% **Exceptional Items** (5.9)-0.2% 0.0% 0.0% ~ ~ PBT 398.8 22.2% 345.5 20.4% 790.8 22.1% 15.4% Tax 37.2 2.1% 28.7 29.6% 66.7 1.9% 1.7% Profit After Tax 361.6 20.1% 14.2% 724.1 20.2% 316.8 18.7% Non controlling interest (3.7)-0.2% 0.5 0.0% -837.4% 0.6 0.0% Profit for the Period 365.3 316.3 723.5 20.3% 18.7% 15.5% 20.2%

₹ in crore

### **Summarized Balance Sheet**



#### As at As at As at As at As at As at Equity & Liabilities Sl. Sl. 30.09.2024 31.03.2024 30.09.2023 Assets 30.09.2024 31.03.2024 30.09.2023 Unaudited Audited Unaudited Unaudited Audited Unaudited EQUITY Non -Current Assets (a) Equity Share capital (a) Property, Plant and Equipment 581.1 43.7 43.7 43.7 554.2 601.2 (b) Other Equity 2,362.0 (b) Capital work-in-progress 2,585.0 2,402.9 8.8 6.7 3.5 Total Equity attributable to owners of the Parent 2,628.7 2,446.6 2,405.7 (c) Investment Properties 515 52.0 529 (c) Non-Controlling Interest (d) Goodwill on Consolidation 68.2 68.2 68.2 -1.4 11.1 10.8 Total Equity 2.627.3 (e) Other Intangible Assets 428.7 2,457.7 2.416.5 336.8 383.2 (f) Right of Use Assets 26.9 29.1 23.7 (g) Intangible assets under development LIABILITIES 1.3 0.8 1.2 (h) Financial Assets Non-Current Liabilities Financial Liabilities (i) Investments (a) (i) Lease Liabilities 14.0 15.4 13.0 a) Investment in Associates 117.0 116.8 9.7 (ii) Other Financial Liabilities 6.9 6.9 6.9 b) Others 153.3 163.7 192.0 Provisions 19.0 15.3 31.5 (ii) Loans 1.9 1.9 16.9 (b) Deferred Tax Liabilities (Net) 9.6 10.9 12.2 (iii) Other Financial Assets 12.7 20.6 12.6 (c) 15.6 (i) Deferred Tax Assets (net) 437.9 Other Non-Current Liabilities 13.8 14.7 478.8 398.1 (d) 7.3 63.4 63.2 79.2 Other Non-Current Assets 11.2 6.1 (i) 1.822.9 1.822.5 1.861.5 Current liabilities (a) **Financial Liabilities** Current assets (a) (i) Borrowings 48.0 65.7 85.1 Inventories 352.8 323.4 360.6 (ii) Lease Liabilities 12.4 12.8 9.4 (b) Financial Assets (iii) Trade Payables (i) Investments 353.6 161.0 232.4 Total oustanding dues of Micro & Small Enterprises (ii) Trade Receivables 40.5 36.3 35.9 487.2 494.2 479.9 Total oustanding dues of creditors Other than Micro & Small E 419.2 418.3 53.0 441.4 (iii) Cash & Cash Equivalents 69.1 84.4 (iv) Bank Balances other than (iii) above (iv) Other Financial Liabilities 199.5 56.7 72.5 196.8 148.4 100.2 Other Current Liabilities (v) Loans 48.5 4.2 6.2 34.3 33.2 5.0 (b) Provisions 97.7 (vi) Other Financial Assets (c) 110.3 115.7 139.8 78.4 72.4 Current Tax Liabilities (Net) (c) Current Tax Assets (Net) (d) 37.2 24.4 30.6 1.1 0.9 1.1 (d) Other Current Assets 160.6 903.0 758.8 823.7 166.0 153.4 1,771.2 1,418.2 1,496.5 Total Equity and Liabilities 3.593.7 3.279.7 3.319.4 Total Assets 3,593.7 3.279.7 3,319.4

#### ₹ in crore

### Awards, Accolades & Recognitions





**BoroPlus** recognized as one of the Iconic Brands of India by the ET Now Iconic Brands of India



Amingaon unit received the PCWR Excellence Award at the Greentech PCWR 2024 Summit for its outstanding achievements in Pollution Control, Waste Management, and Recycling.

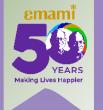


At the Safety Conclave 2024 by the Quality Circle Forum of India-

- Pantnagar unit received the
   Organizational Safety Excellence
   Award
- Masat unit received the Gold Award in the case study competition and recognized as the winner in the Best Quality Circle presentation.



Mr. N.H. Bhansali, honoured as one of the India's Impactful CFOs at the prestigious platform of the ET Now CFO Strategy Summit



# Thank you