



emami\* limited

28<sup>th</sup> March, 2022

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

Dear Sirs/Madam,


**Schedule of Conference Call**

This is to inform you that pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Conference Call has been organized on Tuesday, 29<sup>th</sup> March, 2022, at 12:00 noon IST, on Company's recent acquisition of Dermi Cool brand. The details of the aforementioned Conference Call along with the presentation are enclosed herewith.

The aforesaid information is also disclosed on the website of the company at [www.emamiltd.in](http://www.emamiltd.in).

Kindly take the same in your records.

Thanking You,  
Yours Sincerely,  
**For Emami Limited,**



**Ashok Purohit**

**Assistant Company Secretary**

Encl: a/a



## Emami Limited

### Conference Call

**Tuesday, 29th March 2022, 12:00noon IST**

**We are organising a conference call with the management of Emami Limited. to discuss the acquisition of Dermi Cool brand.**

<b>Management participants</b>	<b>Mr. Mohan Goenka</b> , Director <b>Mr. Rajesh Sharma</b> , President Finance & IR	
<b>Date / Time</b>	Tuesday, 29th March 2022, 12:00noon IST (HK/Singapore – 2:30pm, UK – 07:30am, New York – 2:30am)	
<b>Diamond Pass</b>	<a href="#">Event Link</a>	
<b>India</b>	Universal Access +91 22 6280 1259 / +91 22 7115 8160	
<b>International</b>	<b>Toll-free number</b>	<b>International Toll</b>
USA	18667462133	+1 323 386 8721
UK	08081011573	+44 203 478 5524
Singapore	8001012045	+65 3157 5746
Hong Kong	800964448	+852 3018 6877

**For further information, please contact:**

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Emami adds  
to its array of brands





# Key Highlights

- ▶ Acquired “**Dermicool**”, one of the leading brands in the Prickly Heat and Cool Talc Segment.
- ▶ Dermicool was acquired earlier by **Reckitt** as part of its acquisition of Paras Pharmaceuticals Ltd (Now known as Reckitt Benckiser Healthcare India Pvt Ltd.) in 2011.
- ▶ The transaction envisages purchase of the brand for a total consideration of **₹432 crore** (excluding taxes & duties) which will be funded through internal accruals
- ▶ Roped in **McKinsey** for business and commercial diligence
- ▶ Concluded the deal in shortest possible time





# Category Insights

- ▶ **~ ₹760 cr category\* growing faster than the overall talcum powder category**
  - ▶ Prickly Heat and Cool Talc category grew at a CAGR of ~12% (2016-2019); whereas Talcum powder category grew at a CAGR of ~5%
  - ▶ Witnessed decline during COVID but expected to bounce back with double digit growth
  - ▶ ~70% sales generated from rural markets
  
- ▶ **Total penetration of 11-12%;**
  - ▶ ~77% buyers from SEC C/D/E
  - ▶ West & South India penetration 7-8% vs ~13% in North and ~18% in East
  - ▶ Significant headroom given 11-12% penetration vs. 45%+ for talcum powder



# About the Brand

- ▶ One of the leading brands in its segment
  - ▶ Provides cooling and respite from prickly heat caused during harsh summer
  - ▶ **20% market share** in the high growth and low penetrated “Prickly Heat & Cool Talc” category
- ▶ Iconic brand with a strong brand equity- High consumer connect through its vastly popular jingle, *‘Aaya Mausam Thande Thande Dermicool Ka’*
- ▶ Net Sales of **₹ 113 crore** in CY 2021
- ▶ Pan-India brand with Direct reach of **1.25 lac outlets** and an Indirect reach of **~1.8 mn** outlets
- ▶ High Gross Margins at **55%** and EBIDTA Margins at **38%**



# Dermi Cool Portfolio

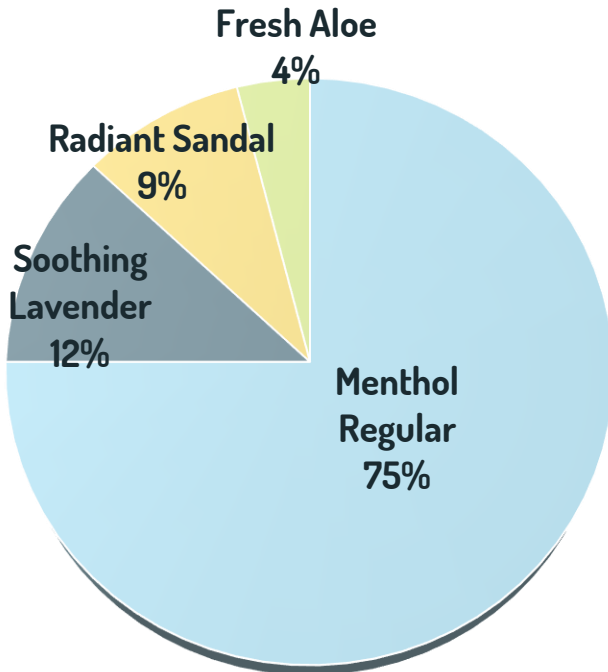


- ▶ Available in 4 variants - Menthol Regular, Soothing Lavender, Radiant Sandal and Fresh Aloe
- ▶ Variants available in 3 SKUs viz. 150 gm, 90 gm & 50 gm
- ▶ Priced at ₹ 125/-, ₹ 90/- & ₹ 50/- respectively

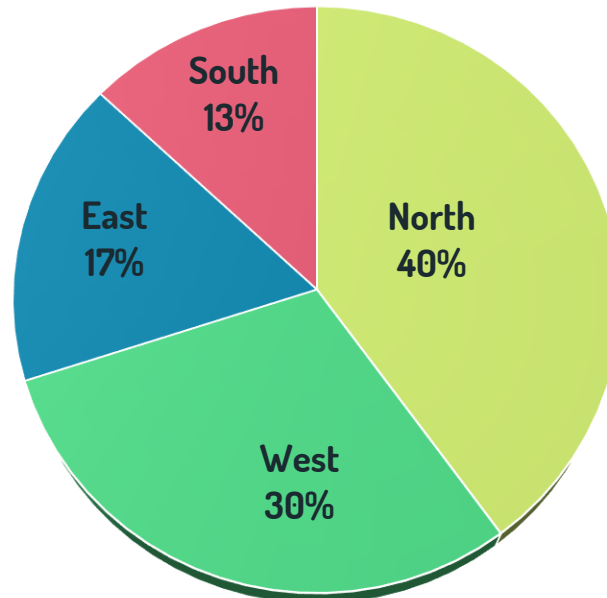


# Brand Saliency

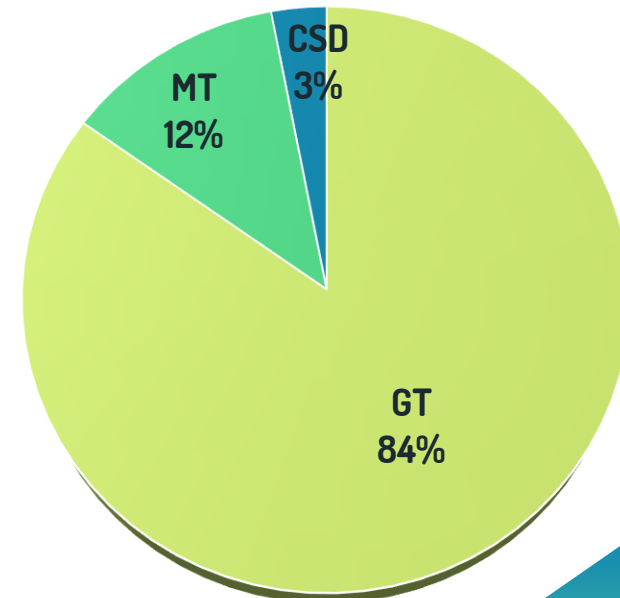
## Variant Saliency



## Geographical Saliency



## Channel Saliency







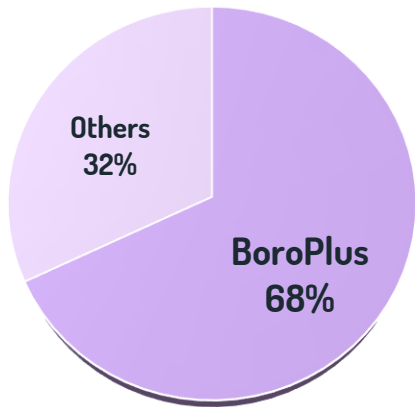
# Opportunity for Emami

- ▶ Will consolidate Emami to be the #1 player in the category with 45%+ Market Share.
  - ▶ Navratna Cool Talc is the #2 player; Dermicool at #3
  - ▶ Strong case for co-existence of Dermicool along with Emami's existing brands
- ▶ Found strong synergies and opportunity for growth in core as well as adjacent categories
  - ▶ To leverage the Emami distribution; optimising trade, consumer & media spends
- ▶ Niche category with high margins and low MNC presence is a strong strategic fit for Emami
  - ▶ High growth (Pre COVID 4 year CAGR of 11%) & low penetrated category (~12%)
- ▶ Highly profitable brand - High Gross & EBIDTA Margins
  - ▶ EPS accretive in 1st year of operations
- ▶ Reasonable Valuations

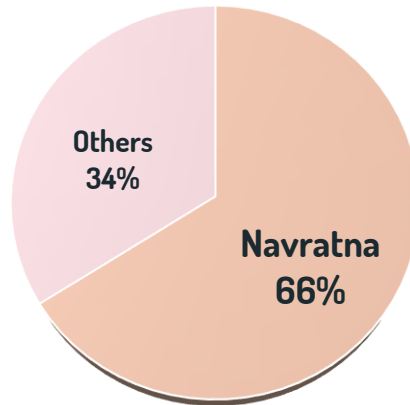


# Market Leadership across 6 categories, post acquisition

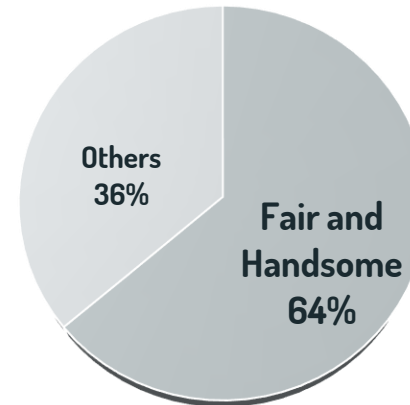
### Antiseptic Creams



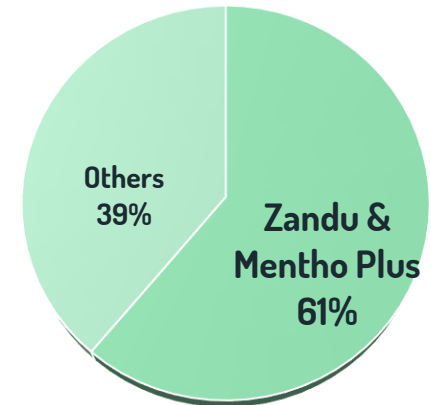
### Cool Oils



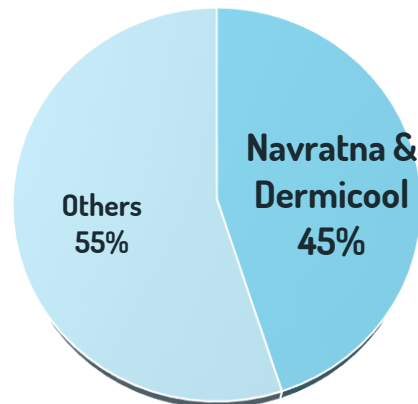
### Male Fairness Creams



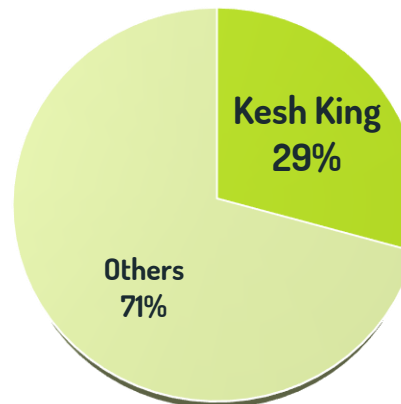
### Balms



### Prickly Heat and Cool Talc



### Ayurvedic Medicinal Oils





## 8 Brands with 100 crore+ revenues, post acquisition



₹800 crore+

Navratna

₹600 crore+

BORO  
PLUS

₹500 crore+



₹300 crore+



₹200 crore+



₹200 crore+



₹100 crore+



₹100 crore+



**Thank You**