

Year: 2014-15

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Net Profit: ` 486 cr

One of the fastest homegrown FMCG Company in India with a 17% CAGR in topline for past 5 years

**Power Brands-** Boroplus Antiseptic cream, Navratna Oil, Zandu Balm, Fair and Handsome are market leaders in India in their respective categories

**Brand Ambassadors-** Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Madhuri Dixit, Kareena Kapoor, Yami Gautam, Kangana Ranaut, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sachin Tendulkar, Pt Birju Maharaj, Surya, Jr. NTR, among others

Covers more than 40 lac retail outlets across India through 2,800 distributors

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 60<sup>th</sup> Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Listed among the SUPER 50 by Forbes India in 2015

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE & CRISIL) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

## EMAMI'S Q1FY16 NET SALES SURGES BY 22.4%

### HIGHLIGHTS (CONSOLIDATED)

- ❖ 22.4% growth in Net Sales at Rs.590cr during the first quarter
- ❖ International Business grew by 21.8% during the quarter
- ❖ EBIDTA at Rs. 100cr grew by 32.9% during the quarter
- ❖ PAT at Rs. 88cr grew by 23.9% during the quarter
- ❖ Acquired the Ayurvedic hair and scalp care business of Kesh King and allied brands during the quarter

**Kolkata, August 5, 2015:** The Board of Directors of Emami Limited met on Wednesday, August 5, 2015 to consider unaudited financial results of the company for the first quarter ended June 30, 2015.

While turnover at ₹ 590 crores in the first quarter grew by 22.4%, EBIDTA at ₹100 crores grew by 32.9% and PAT at ₹88 crores grew by 23.9% respectively over the corresponding quarter in previous year.

Domestic business in the first quarter grew steadily to achieve a healthy topline growth of 23.4%. Despite prevailing macro-economic challenges and not very favourable weather, both the consumer care and the health care segments have performed considerably well.

New brands such as **Fair and Handsome Instant Fairness Facewash, Emami 7 Oils in One, Zandu Balm Ultra Power** and **'HE' Deodorant** continue to contribute to the growth during the first quarter.

The quarter also witnessed the launch of a brand extension - **Zandu Gel Balm Junior**, the first ever gel based balm for kids in the country. The company also scaled up its spend on both advertisement and brand building during the quarter. Despite the high increase in ad spends, the Company's EBIDTA during the quarter rose by 32.9%, bettering industry average.

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Aggressive marketing campaigns, both ATL & BTL delivered rich dividends in terms of growth of most of our Power Brands. Navratna Oil, Navratna Cool Talcum Powder, Zandu Balm, Mentho Plus Balm, Fair & Handsome and Zandu HCD Range grew in healthy double digits and enhanced their respective market shares.

With increased emphasis, improved visibility and focused execution, the Modern Trade business and Direct Rural business continued to grow at a steady pace.

## INTERNATIONAL BUSINESS

International business continued to maintain its handsome growth, of over 21% during the quarter which is comparable to the corresponding quarter in FY14. All the focused markets performed well with SAARC and GCC regions being the star performers, despite geo-political and economic challenges in some overseas markets. Most of our Power Brands led by Navratna and Fair and Handsome have performed very well and increased their market shares in the overseas markets.

### Mr Mohan Goenka, Director, Emami Limited said :

“The first quarter of 2015 has been challenging with subdued economic environment and unfavourable weather, which is expected to continue. Notwithstanding such hurdles, Emami has ensured a good performance to deliver a profitable growth during the quarter. Strong performance by all our power brands in key categories coupled with growth in International business has helped us to register a 22.4 % top line growth.”

### Mr Harsha V Agarwal, Director, Emami Limited said :

“Prudent approach, efficient cost management and robust business model have helped us to meet the challenging environment to remain competitive and profitable. For the long term, we will continue to focus on cost efficiencies and invest in R&D and brands to further grow our market share.

As part of our aggressive growth strategy, we acquired the Kesh King business during the first quarter FY 16 and forayed into the Ayurvedic Hair & Scalp care segment. The Kesh King business is being integrated with Emami's existing business and it has already started contributing to the growth. We plan to make Kesh King a pan-India brand soon.”

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## ACQUISITION :

- Acquired hair & scalp care business under the 'Kesh King' and allied brands for ₹ 1684 (Including duties & taxes) crores. The Company raised around ₹ 950 crore debt to partially fund the acquisition. The balance was funded by internal accrual.

## MARKETING:

- Launched **Zandu Gel Balm Junior**, the first ever gel based pain balm for kids in India
- Orangy Blast** -a fresh and new variant of **Navratna Cool Talc** in an interesting fruity fragrance has been launched with Bollywood actor-singer **Shruti Haasan** as the celebrity on board
- Roped in **Hrithik Roshan** to endorse **Fair and Handsome Instant Fairness Facewash**
- Launched **Zandu Nityam Laxative Tablet**, a brand extension of Zandu Nityam Churna.

Further, thrust has been put on increasing rural distribution and penetration under project "Swadesh".

## About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. Every second, over 100 pieces of Emami products are sold somewhere in India or world.

With over 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The Company also acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. In June 2015 Emami Ltd acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. The products from Emami are available in over 4 million retail outlets across India through its network of 2800 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 17% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

With a market cap of around Rs.30,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit [www.emamitd.in](http://www.emamitd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information.

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