



emami* limited

Date: 5th May, 2017

The Secretary
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G. Block
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata - 700 001

Dear Sir,

Enclosed please find the presentation on the performance of the Company for the Fourth Quarter and Year Ended 31st March 2017.

This is for your information and record.

Thanking you,

Yours faithfully,
For Emami Limited

Balaram Sarkar
Balaram Sarkar

(Assistant Legal)

(Encl. : As above)

#HEONTHEGO

HE
WATERLESS
FACE WASH



WASH YOUR FACE
WITHOUT
WATER

Q4 & FY17 Update

Performance Update
4th May 2017

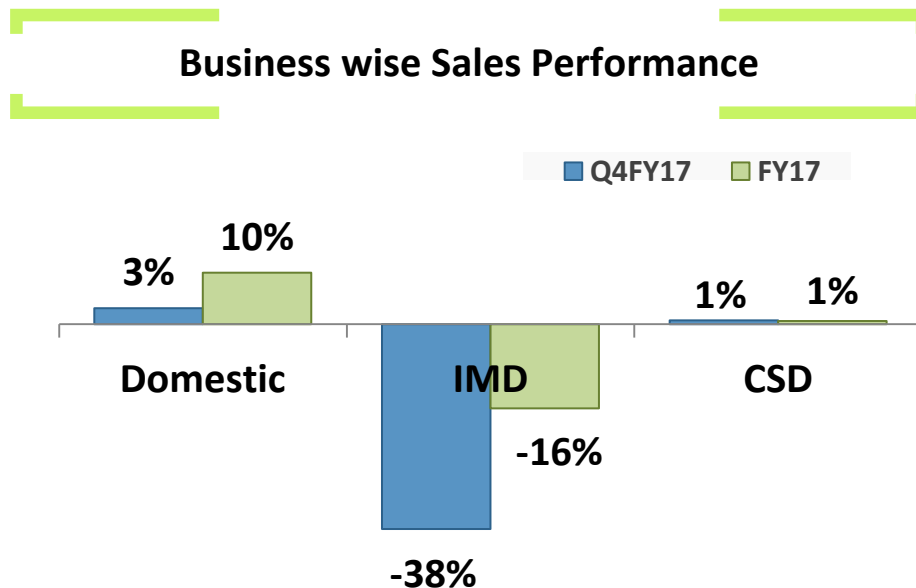


Making people healthy & beautiful, naturally

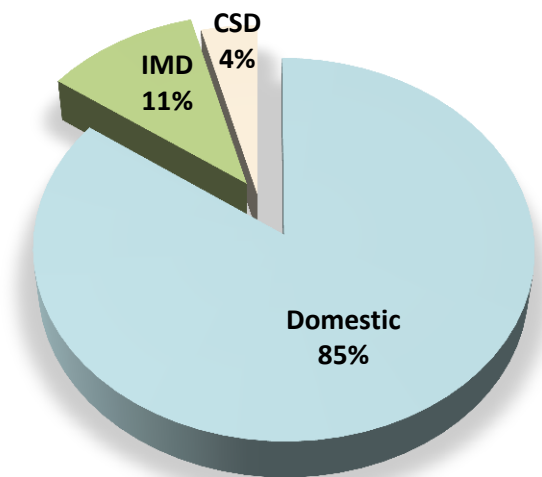
Sales Growth

- ❑ **Domestic Sales** grew by **10%** in FY17 and by **3%** in Q4
 - Trade channel disruption in Q3 & Q4 impacted the wholesale and rural business.

- ❑ **Consolidated Sales** grew by **6%** in FY17 but declined by **4%** in Q4
 - Exports impacted due to global economic slowdown and volatile currencies



FY17 Business Wise Sales Split



Brand-wise Performance

**Q4 & FY17 Domestic Brand-wise
Performance Update**



Navratna Range

- **Cool Oils** grew by **5%** during the quarter and by **3%** in FY17.
 - Gained Market Share (value) by **140 bps** at **61.1%**. (MAT Dec'16)
 - New TVC launched featuring superstar Amitabh Bachchan in a new avatar as '**Raahat Raja**' establishing Navratna Oil as a multi-purpose oil providing relief from the problems of headache, stress, sleeplessness and body-ache.
- **Cool Talc** grew by **42%** during the quarter and by **26%** in FY17.
 - Market Share (value) at **26.3%**. (MAT Dec'16)



The new TVC recreates the iconic song '*Sar Jo Tera Chakraye*' sung by Amitabh Bachchan and directed by "Dangal" fame, Nitesh Tiwari.



Balms Range

- **Sales** grew by **1%** during the quarter and by **6%** in FY17.
- Entered high growth modern formats in April'17 to strengthen Zandu's position as a Pain Reliever by launching **Zandu Gel and Zandu Spray**.
- Maintained leadership with a Market Share (value) of **59.4%** (MAT Dec'16)



Kesh King Range

- Sales grew by **1%** during the quarter and by **48%** in FY17.
- Gained Market Share (value) by **100 bps** at **34.0%** (MAT Dec'16)



BoroPlus

- **Antiseptic Cream** degrew by **2%** during the quarter but grew by **15%** in FY17.
- Launched a new variant, **BoroPlus Perfect Touch**- a non-sticky, non-oily, deep moisturising cream, with the goodness of ayurvedic herbs and antiseptic action .
- Maintained leadership with a Market Share (value) of **70.3%** (MAT Dec'16)
- **Prickly Heat Powder** grew by **24%** during the quarter and by **6%** in FY17.
- **Moisturizing Lotions** grew by **11%** in FY17.



Fair and Handsome Range

- **Fairness Cream** gained Market Share (value) by **140 bps** at **60.3%** (MAT Dec'16)
 - However, sales degrew by 5% during the quarter and by 6% annually.
- **Facewash** gained Market Share (value) by **170 bps** at **11.0%** (MAT Dec'16)
 - Launched a new variant- **Fair And Handsome 100% Oil Clear Instant Fairness Facewash**



HE Range

- Sales grew more than **1.5x** during the quarter and nearly **doubled** in FY17.
- Introduced “**HE-On the Go**” **Waterless Face Wash**, in Apr’17.
- With the goodness of Aloe Vera and Minerals from Marine Extracts, this revolutionary product lets one wash their face without the use of water.



7 Oils in One

- Sales grew by **46%**, both during the quarter and in FY17.



Health Care Range

- **Pancharishtha** sales declined by **20%** during the quarter and by **10%** annually on account of and high base of previous year (growth of 56% in FY16) and muted demand due to disruption in trade channels.
- On account of this decline in Pancharishtha, HCD sales degrew by **1%** annually and by **11%** during the quarter.
- Ex- Pancharishtha HCD grew by **8%** annually.
- **Nityam** (Churna & Tablet): Sales **doubled** in Q4 and FY17.



Strategic Initiatives

- **New unit at Pacharia, Guwahati** commenced operations in Feb'17.
 - Spread over **30 acres of land**, this is the largest manufacturing facility of Emami.
 - GMP complaint facility with automated processing & packaging lines
 - Total planned outlay of ₹ 300 crore.
 - Promoting Sustainable Development - Energy efficient manufacturing with Integrated Energy Management System and affluent treatment plant to make zero discharge.



Revamped HCD & IMD Units- Vapi, Masat and Dongari for an outlay of **₹ 24 cr.**



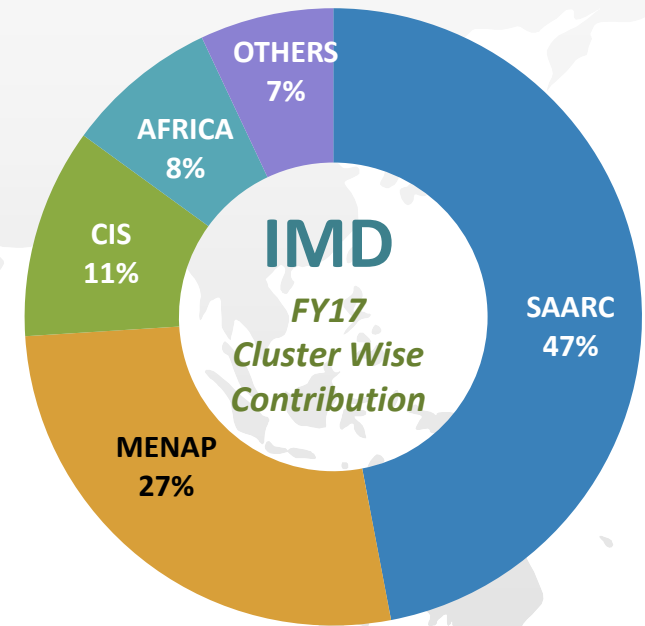
IMD Performance

**Q4 & FY17 IMD
Performance Update**



International Business

- Weak economic conditions and slowdown in Middle east countries impacted the overall performance of International Business.
- International business degrew by **38%** during the quarter and **16%** annually.
- International business excluding MENAP region grew by **4%** in FY17.



- SAARC** South Asian Association for Regional Cooperation
- MENAP:** Middle East, North Africa & Pakistan
- CIS:** Commonwealth of Independent States

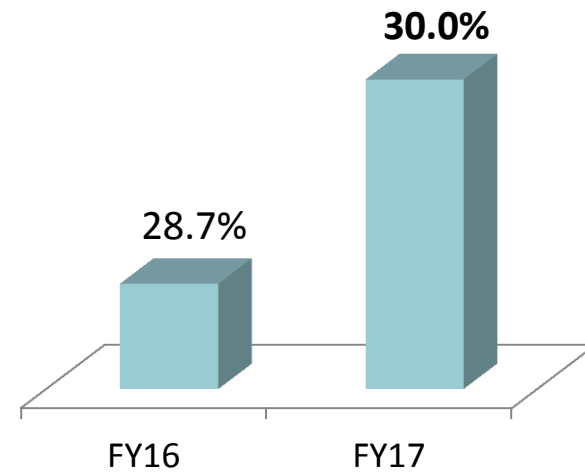
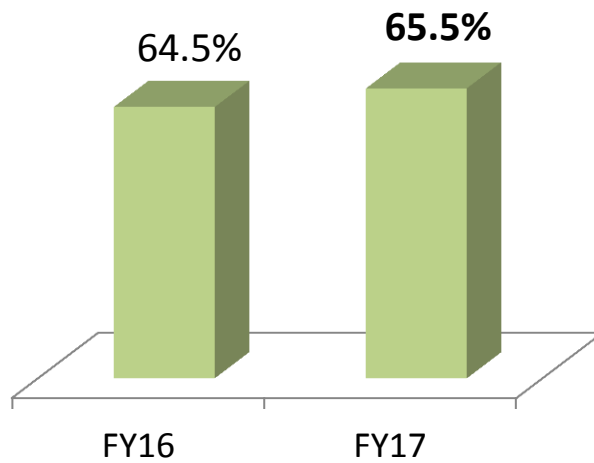
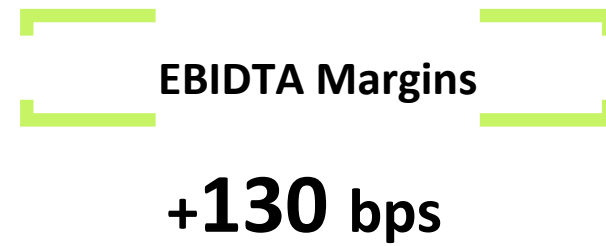
Market Share gains across majority of the portfolio

Earnings Analysis

**Q4 & FY17 Financial Analysis
(Consolidated)**



FY17 Margin Profile

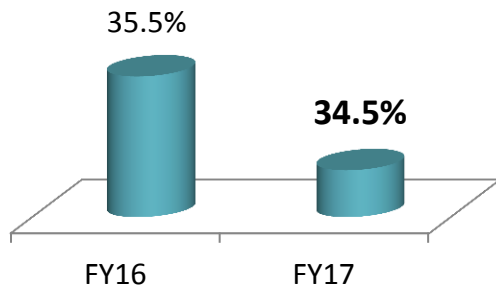


FY17 Financial Analysis

Cost of Goods Sold

(as a % of Sales)

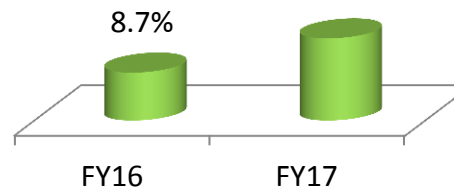
- 100 bps



Staff Costs

(as a % of Sales)

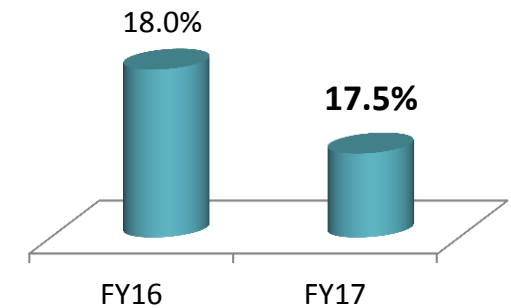
+ 50 bps



A&P Spends

(as a % of Sales)

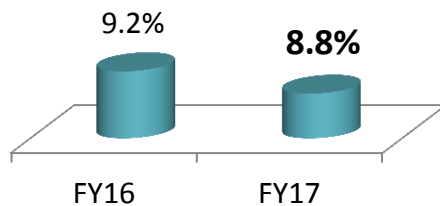
- 50 bps



Admin & Other Exp

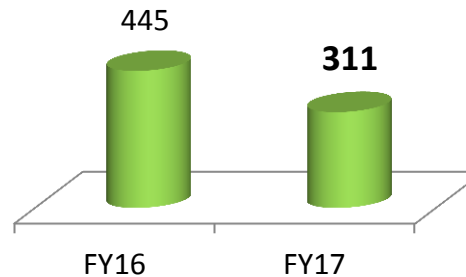
(as a % of Sales)

- 40 bps



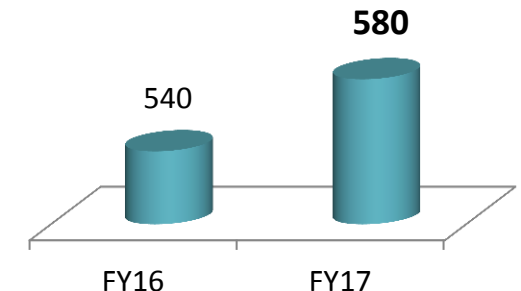
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)



Q4FY17 Summarized Results

₹ in Millions

Particulars	Q4FY17	% of Sales	Q4FY16	% of Sales	Growth %
Net Sales	5,777	100%	6,043	100%	-4.4%
Materials Cost	2,184	37.8%	2,193	36.3%	-0.4%
A&P	759	13.1%	938	15.5%	-19.1%
Staff Cost	456	7.9%	461	7.6%	-1.2%
Admn & Other Exp	598	10.3%	581	9.6%	2.8%
EBIDTA	1,781	30.8%	1,869	30.9%	-4.7%
Other Income	92	1.6%	83	1.4%	10.3%
Interest	168	2.9%	133	2.2%	26.1%
Amortisation of TM's/ brands	623	10.8%	754	12.5%	-17.3%
Depreciation/Amortisation of other assets	140	2.4%	143	2.4%	-1.7%
PBT	941	16.3%	923	15.3%	2.0%
Tax	108	1.9%	102	1.7%	6.1%
PAT	833	14.4%	821	13.6%	1.5%
Cash Profit (PAT + Dep. & Amortization)	1,597	27.6%	1,718	28.4%	-7.0%
EPS - Rs.	3.7	0.1%	3.6		1.5%
Cash EPS- Rs.	7.0		7.6		-7.0%

FY17 Summarized Results

₹ in Millions

Particulars	FY17	% of Sales	FY16	% of Sales	Growth %
Net Sales	25,326	100%	23,976	100%	5.6%
Materials Cost	8,731	34.5%	8,513	35.5%	2.6%
A&P	4,428	17.5%	4,305	18.0%	2.9%
Staff Cost	2,336	9.2%	2,078	8.7%	12.4%
Admn & Other Exp	2,240	8.8%	2,207	9.2%	1.5%
EBIDTA	7,591	30.0%	6,873	28.7%	10.5%
Other Income	311	1.2%	445	1.9%	-30.1%
Interest	580	2.3%	540	2.3%	7.4%
Amortisation of TM's/ brands	2,617	10.3%	2,127	8.9%	23.1%
Depreciation/Amortisation of other assets	469	1.9%	423	1.8%	10.9%
PBT	4,236	16.7%	4,228	17.6%	0.2%
Tax	832	3.3%	592	2.5%	40.4%
PAT	3,404	13.4%	3,635	15.2%	-6.4%
Cash Profit (PAT + Dep. & Amortization)	6,490	25.6%	6,185	25.8%	4.9%
EPS - Rs.	15.0	0.1%	16.0		-6.4%
Cash EPS- Rs.	28.6		27.2		4.9%

Summarized Balance Sheet

₹ in Millions

SL.	EQUITY & LIABILITIES	Audited		SL.	ASSETS	Audited	
		As at 31.03.17	As at 31.03.16			As at 31.03.17	As at 31.03.16
	Equity			1	Non Current Assets		
(a)	Equity Share capital	227	227	(a)	Property, Plant and Equipment	6,966	4,141
(b)	Other Equity	17,320	15,889	(b)	Capital work-in-progress	129	616
	Equity attributable to shareholders of the company	17,547	16,116	(c)	Investment Property	538	565
(c)	Non-Controlling Interest	14	41	(d)	Other Intangible Assets	12,393	14,994
	Total Equity	17,561	16,157	(e)	Intangible assets under development	86	55
	LIABILITIES			(f)	Goodwill on Consolidation	41	41
1	Non-Current Liabilities			(g)	Financial Assets		
(a)	Financial Liabilities				(i) Non-Current Investments	944	355
	(i) Borrowings	-	3,000	(h)	(ii) Loans	48	69
	(ii) Other Financial Liabilities	117	124		Other Non-Current Assets	402	1,035
(b)	Provisions	239	190			21,547	21,869
(c)	Deferred tax liabilities (Net)	422	90	2	Current assets		
(d)	Other Non-Current Liabilities	13	14	(a)	Inventories	1,792	1,505
		790	3,418	(b)	Financial Assets		
2	Current liabilities				(i) Current Investments	333	119
(a)	Financial Liabilities				(ii) Trade & Other Receivables	970	1,309
	(i) Borrowings	1,730	3,714		(iii) Cash & Cash Equivalents	501	1,084
	(ii) Trade Payables	1,847	2,487		(iv) Short Term Loans & Advances	39	36
	(iii) Other Financial Liabilities	3,380	378		(v) Others	12	8
(b)	Other Current Liabilities	229	268	(c)	Current Tax Assets (Net)	9	150
(c)	Provisions	590	500	(d)	Other Current Assets	923	841
(d)	Current Tax Liabilities (Net)					4,579	5,053
		7,776	7,347				
	Total Equity and Liabilities	26,127	26,922		Total Assets	26,127	26,922

Awards & Accolades



Founders, **Shri R S Agarwal and Shri R S Goenka** conferred with the degree of **D.Litt.** by **KIIT University, Bhubaneswar** for their contribution to business and society.

Emami awarded the “**CSR Leadership Award**”- for “*Support & Improvement in Quality of Education*” at the World CSR Congress, in partnership with ABP News.

Mr N H Bhansali, CEO – Finance, Strategy & Business Development, selected in **CFO India’s 100 Roll of Honour** in the category of ‘Mergers & Acquisitions’

Emami Ltd. ranked at **291st position** (PY: 326) among 1000 domestic companies in the **BS 1000** ranking by Business Standard.



Emami Ltd. ranked at the **90th position** in the **FE 1000 2016** ranking (by Market Capitalization) by Financial Express.

Thank You!