



emami* limited

Date: 3rd May, 2018

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,

Pursuant to Provision of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith copy of presentation on Company's Overview.

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

This is for your information and records.

Thanking you,

Yours faithfully,

For Emami Limited


A.K. Joshi

Company Secretary & VP- Legal
(Encl. : As above)

Q4 & FY18 Performance Review

3rd May 2018

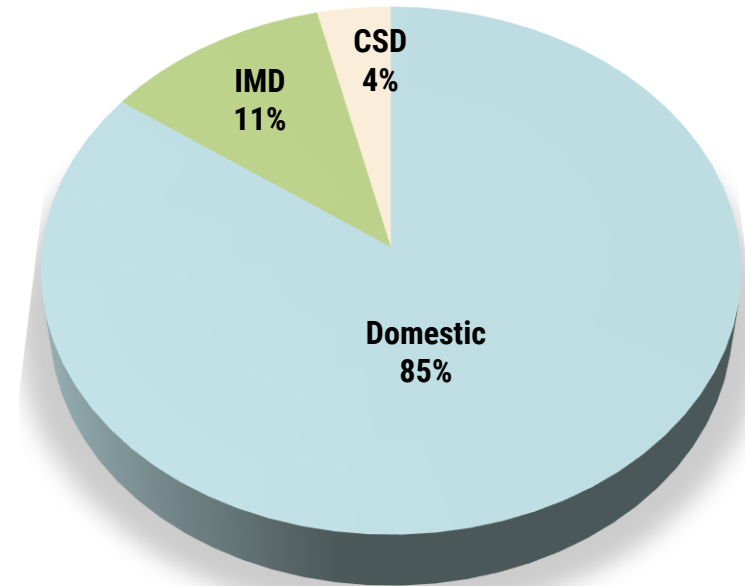


Q4 & FY18 Revenue Snapshot

- ❑ **Consolidated Revenues** (Like to Like) grew by **12%** during the quarter with **volume growth of 9%**.
 - Annual revenues (Like to Like) grew by 5%
 - Domestic Revenues (Like to Like) grew by 10% during the quarter and by 4% in FY18.

- ❑ **Reported Revenue** from Operations grew by 7% during the quarter and by 1% in FY18
 - International Business grew by 37% during the quarter and by 14% in FY18.
 - CSD Business grew by 1% during the quarter. However, it declined by 4% in FY18

FY18 Business Wise Sales Split



Notes:

1. Like to Like Revenue Growth (i.e. including GST/VAT) has been reported in this presentation
2. Market Shares reported in this presentation pertain to AC Nielsen MAT Mar'18 in volume terms

Navratna Range

- ❑ Navratna Range grew by **14%** during the quarter
 - Posted double digit volume growth during the quarter

- ❑ Cool Oils Posted double digit volume growth during the quarter
 - Market Share at 63.8% increased by 190 bps

- ❑ Digitally launched a new clutter-breaking ad recreating the iconic “*Champi*” song ‘*Sar Jo Tera Chakraye*’ in a unique **Acapella** style by **Amitabh Bachchan**.



Pain Management Range

- Pain Management Range grew by **13%** during the quarter.
 - Balms posted double digit revenue growth
 - Maintained leadership with a market share of 53.3% in Q4FY18



Male Grooming Range

- ❑ Male grooming range grew by **8%** during the quarter.
 - Market Share of Men's Fairness Cream at 65.7% increased by 110 bps
 - Market Share of Men's Face Wash at 15.9% increased by 230 bps
- ❑ HE range grew in double digits.



Kesh King Range

- ❑ Kesh King grew by **6%** during the quarter.
 - Ayurvedic Oil grew in double digits
 - Maintained leadership with a market share of 27.9%



BoroPlus Range

- ❑ Q4, being the non-season, BoroPlus Range declined by 2%
- ❑ Antiseptic Cream grew in low single digits.
 - Maintained leadership with a market share of 74.4%
- ❑ Launched **BoroPlus Healthy White Fairness Cream** during the quarter.
 - Developed by leading American and Indian skin experts using orange peel extracts and saffron amongst 21 Ayurvedic herbs to repair and heal damage inside skin revealing healthy fairness.



Healthcare Range

- ❑ Healthcare Range declined by 2% during the quarter due to lower sales of Pancharishta.
 - **Ex Pancharishtha, HCD grew by 5%**
- ❑ Chyawanprash range grew strongly with double digit volume growth.
 - New Launches, Zandu Chyawanprashad, Zandu Kesari Jivan Sugar Free gaining traction



Continuous focus on Innovations

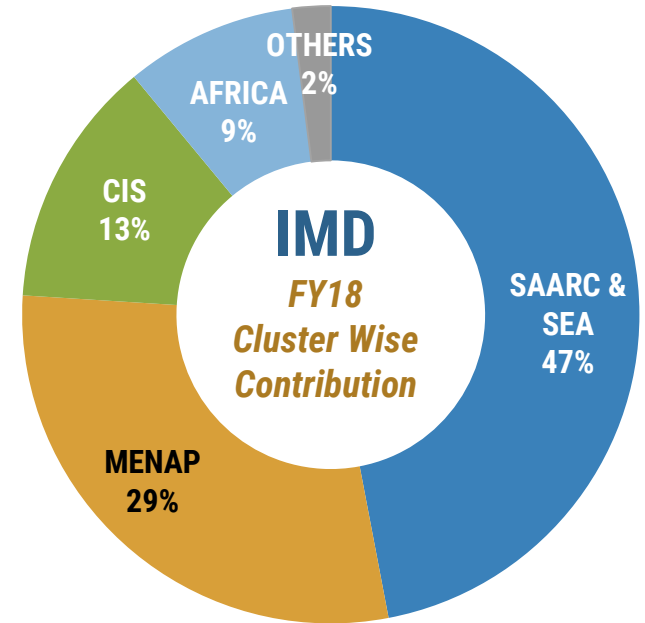


New Launches in FY18



International Business Performance

- ❑ International Business grew by **37%** during the quarter
- ❑ MENAP and SAARC regions grew robustly.



SAARC South Asian Association for Regional Cooperation (*Major countries – Bangladesh, Nepal, Sri Lanka etc.*)

SEA South East Asia (*Major countries – Malaysia, Myanmar & Singapore*)

MENAP Middle East, North Africa & Pakistan (*Major countries – UAE, Qatar, Oman, Kuwait, Bahrain etc.*)

CIS Commonwealth of Independent States (*Major Countries – Russia, Ukraine etc.*)

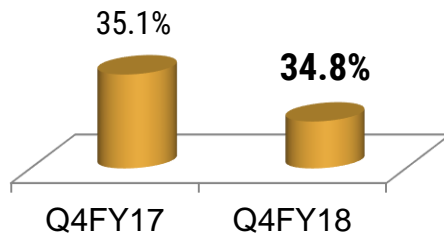


Q4FY18 Financial Analysis

Cost of Goods Sold

(as a % of Sales)

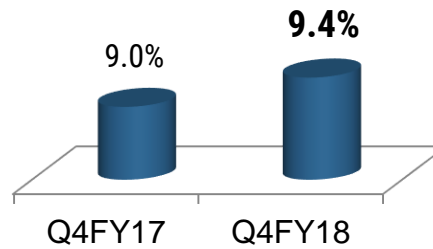
- 30 bps



Staff Costs

(as a % of Sales)

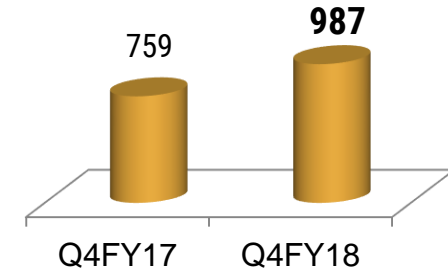
+ 40 bps



A&P Spends

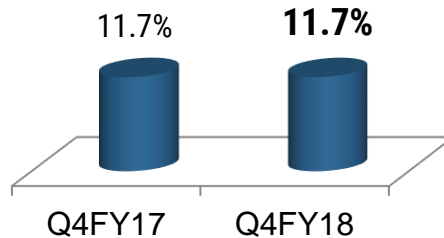
(₹ in Millions)

+280 bps



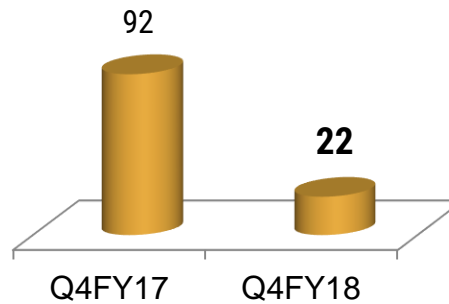
Admin & Other Exp

(as a % of Sales)



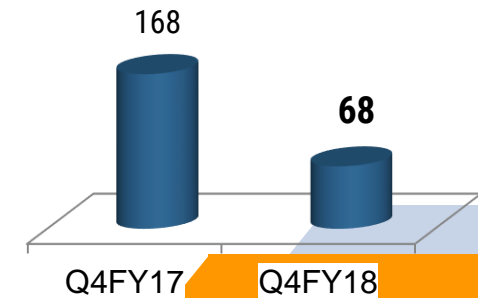
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)





Q4FY18 Summarized Financials

₹ in Millions

Particulars	Q4FY18	%	Q4FY17	%	Growth %
Revenue from Operations (including GST/ VAT)	6,890	111.7%	6,134	106.5%	12.3%
Less : GST/VAT	(720)	-11.7%	(376)	-6.5%	91.9%
Revenue from Operations	6,170	100.0%	5,759	100.0%	7.1%
Materials Cost	2,149	34.8%	2,023	35.1%	6.3%
A&P	987	16.0%	759	13.2%	30.0%
Staff Cost	580	9.4%	521	9.0%	11.3%
Admn & Other Exp	721	11.7%	675	11.7%	6.8%
EBIDTA	1,733	28.1%	1,781	30.9%	-2.7%
Other Income	22	0.4%	92	1.6%	-76.5%
Interest	68	1.1%	168	2.9%	-59.8%
Amortisation of acquired TM's/ brands	600	9.7%	596	10.4%	0.6%
Depreciation/Amortisation of other assets	208	3.4%	167	2.9%	24.3%
PBT	878	14.2%	941	16.3%	-6.7%
Tax	270	4.4%	108	1.9%	149.2%
PAT	609	9.9%	833	14.5%	-26.9%
PAT After Minority Interest & Associate	602	9.8%	833	14.5%	-27.7%
Cash Profit (PAT + Dep. & Amortization)	1,410	22.9%	1,597	27.7%	-11.7%
EPS - Rs.	2.7		3.7		
Cash EPS- Rs.	6.2		7.0		

EBIDTA declined by 2.7% due to aggressive spends on New Launches which increased over 3x at Rs.196 mn



FY18 Summarized Financials

₹ in Millions

Particulars	FY18	%	FY17	%	Growth %
Revenue from Operations (including GST/ VAT)	28,234	111.1%	26,891	106.4%	5.0%
Less : GST/VAT	(2,826)	-11.1%	(1,614)	-6.4%	75.1%
Revenue from Operations	25,408	100.0%	25,277	100.0%	0.5%
Materials Cost	8,201	32.3%	8,306	32.9%	-1.3%
A&P	4,696	18.5%	4,428	17.5%	6.1%
Staff Cost	2,547	10.0%	2,336	9.2%	9.0%
Admn & Other Exp	2,770	10.9%	2,617	10.4%	5.9%
EBIDTA	7,194	28.3%	7,591	30.0%	-5.2%
Other Income	195	0.8%	311	1.2%	-37.3%
Interest	343	1.4%	580	2.3%	-40.9%
Amortisation of acquired TM's/ brands	2,436	9.6%	2,617	10.4%	-6.9%
Depreciation/Amortisation of other assets	673	2.6%	469	1.9%	43.5%
PBT	3,938	15.5%	4,236	16.8%	-7.0%
Tax	863	3.4%	836	3.3%	3.2%
PAT	3,075	12.1%	3,400	13.5%	-9.6%
PAT After Minority Interest & Associate	3,071	12.1%	3,404	13.5%	-9.8%
Cash Profit (PAT + Dep. & Amortization)	6,180	24.3%	6,490	25.7%	-4.8%
EPS - Rs.	13.5		15.0		
Cash EPS- Rs.	27.2		28.6		

EBIDTA declined by 5.2% due to aggressive spends on New Launches which increased by nearly 6x at Rs.627 mn



Summarized Balance Sheet

₹ in Millions

SL.	EQUITY AND LIABILITIES	As at 31.03.2018	As at 31.03.2017	SL.	ASSETS	As at 31.03.2018	As at 31.03.2017
	Equity			1	Non - Current Assets		
(a)	Equity Share capital	227	227	(a)	Property, Plant and Equipment	7,446	6,966
(b)	Other Equity	19,909	17,320	(b)	Capital work-in-progress	226	129
	Total Equity attributable to owners of the company	20,136	17,547	(c)	Investment Property	559	538
(c)	Non-Controlling Interest	6	14	(d)	Intangible Assets	9,975	12,393
	Total Equity	20,142	17,561	(e)	Intangible assets under development	79	86
	LIABILITIES			(f)	Goodwill on Consolidation	41	41
1	Non-Current Liabilities			(g)	Financial Assets		
(a)	Financial Liabilities			(i)	Investments	1,855	944
	(i) Other Financial Liabilities	83	117	(ii)	Loans	119	69
(b)	Provisions	238	239	(h)	Deferred tax Assets	29	-
(c)	Deferred tax liabilities (Net)	147	282	(i)	Other Non-Current Assets	671	456
(d)	Other Non-Current Liabilities	258	11			21,000	21,622
		726	649	2	Current assets		
2	Current liabilities			(a)	Inventories	1,940	1,792
(a)	Financial Liabilities			(b)	Financial Assets		
	(i) Borrowings	3,259	1,730	(i)	Investments	1,281	333
	(ii) Trade Payables	2,420	1,847	(ii)	Trade Receivables	1,559	970
	(iii) Other Financial Liabilities	598	3,380	(iii)	Cash & Cash Equivalents	162	284
(b)	Other Current Liabilities	222	230	(iv)	Bank Balances other than (iii) above	633	217
(c)	Provisions	622	590	(v)	Loans	30	16
(d)	Current Tax Liabilities (Net)	19	45	(vi)	Other Financial Assets	28	24
		7,140	7,822	(c)	Other Current Assets	1,375	773
	Total Equity and Liabilities	28,008	26,032		Total Assets	28,008	26,032

Net Loan reduced by ₹ 271 cr at ₹ 118 cr



Strategic Investments

- ❑ Forayed into Professional Salon segment by acquiring strategic stake in **Brillare**.
- ❑ Brillare offers natural premium hair & skin beauty products sold by experts in professional salons.
- ❑ Also forayed in the growing online male grooming segment through acquisition of strategic stake in “**The Man Company**”
- ❑ “**The Man Company**” offers a **head-to-toe range of premium men’s grooming products** in Bath & Body, Beard management, Shaving & Perfumes category based on premium essential oils which are free of harmful chemicals.

Brillare[®]
SCIENCE



THE MAN COMPANY





Awards & Accolades

- ❑ Awarded by the **ET Bengal Corporate Awards** for ‘Best Financial performance - 2018’ in the Rs.1000+ crore category by Economic Times.
- ❑ Awarded “**MODI- Making of Developed India**” Award for achieving excellence in export under the category of “**Excellence in Global Reach Company of the Year**”, presented by ET NOW.
- ❑ The “**Flying Basin Campaign**” for HE On The Go Waterless Facewash was awarded Bronze in the Digital Category for the Best Social Media Campaign at the prestigious – **ABBY AWARDS**, *considered to be the Oscars of Indian Ad Awards*.



Thank You