emami limited

Date: 3rd February, 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,

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

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

This is for your information and records.

Thanking you,

Yours faithfully,
For Emami Limited

Ashok Purohit
Assistant Company Secretary
(Encl.: As above)

emami limited

Emami continues steady growth

Q3 & 9M revenues grow by 4% and 13% while PAT rises by 5% and 31% respectively

Q3FY22 & 9MFY22 HIGHLIGHTS

- **Consolidated Revenues grew by 4% on a high base of 15% growth in previous year; 2 year CAGR 9%**
  - 7% growth excluding Immunity & Hygiene range
  - Domestic Business grew by 3% in Q3; up 14% in 9M
  - International Business grew by 7% in Q3; up 4% in 9M
  - Institutional Business grew by 16% in Q3; up 24% in 9M

- **Profits grew steadily despite input cost impact**
  - EBIDTA posted flat growth in Q3, up 9% in 9M
  - PAT grew by 5% in Q3, up 31% in 9M
  - Cash Profit* posted flat growth in Q3, up 13% in 9M

- **Board of Directors announce Buyback upto 10% of Equity share capital & free reserves at a price not exceeding ₹550/- per equity share**

- **2nd Interim Dividend of 400% announced**
  - 1st Interim Dividend of 400% paid in November 2021

**Cash Profit= PAT+ Depreciation & Amortization*
Note: All financial figures are based on Consolidated Financials.

Kolkata, Thursday 3rd February 2022: The Board of Directors of Emami Limited met on Thursday, 3rd February 2022 to consider the Unaudited financial results of the company for the third quarter and nine months ended 31st December 2022.

The quarter witnessed high inflation leading to a deceleration in consumer demand. Despite this consumption moderation and notwithstanding a high base of 15% growth in corresponding quarter previous year, Consolidated revenues at Rs. 972 cr grew by 4% on a year on year basis and at 9% on a 2 year CAGR basis.

Domestic business grew by 3% on a year-on-year basis over a base of 16% growth in previous year, translating into a 2 year CAGR of 9%. Modern trade grew by 14% and ecommerce continued its robust run growing by 75% over previous year. In Q3FY22, the salience of these new age channels has increased to 14% of domestic revenues.
Distribution initiatives continued to progress with additional 5800 rural towns being added in the last 9 months through Project Khoj. Revenues and presence in Standalone Modern Trade

outlets increased with coverage expanding to 40 cities and more than 3400 outlets. The Company has also activated more than 26,000 additional outlets for its healthcare products by focusing on Ayurvedic bhandars and chemist outlets

During the quarter, the Company launched various TV Commercials for many of its brands e.g. Zandu Chyawanprash with Ajay Devgn, Kesh King Oil with Shilpa Shetty, BoroPlus soft with Nushrratt Bharuccha and Zandu Ortho Vedic Oil with the wrestler Khalli. A new TV & digital campaign for Navratna in Southern markets and a new campaign for BoroPlus Doodh Kesar Body Lotion were also launched. The Company continued to leverage the digital platforms with targeted campaigns and engaged various influencers to promote its brands.

International Business grew by 7% on a year on year basis. It however grew by 16% on a 2 year CAGR basis. Excluding sales of Immunity & Hygiene range, International Business grew by 14% led by key geographies like Bangladesh & Sri Lanka in SAARC and other regions like Africa & SEA.

During the quarter, EBIDTA at Rs. 342 cr was flat over last year despite Gross margins at 67.4% contracting by 300 basis points due to inflation in key raw material prices. On a 2 year CAGR basis EBIDTA grew by 14%. However, PAT at Rs. 220 cr grew by 5% over previous year.

In 9MFY22, Consolidated Revenues at Rs. 2,422 crore grew by 13%, EBIDTA at Rs. 788 crore grew by 9%, PAT at Rs. 483 crore grew by 31% and Cash Profit at Rs. 734 crore grew by 13%.

The Board of Directors have approved a Buyback of shares upto a value of 10% of the Company's share capital and free reserves at a price not exceeding Rs. 550/- per share. Further, the Board of Directors have also declared a 2nd Interim dividend of 400% i.e. ₹4/- per share for FY22.

Mr Mohan Goenka, Director, Emami Limited said:

"*We are satisfied with the performance achieved amidst chaos and lockdown that prevailed in some form or the other during the quarter. Various initiatives undertaken for expanding our reach have resulted in increase in rural penetration and improved distribution. Our focus on new-age channels like Modern Trade, SAMT, e-commerce and D2C business remains strong with more than 5% of our domestic revenues being generated digitally*"

Mr Harsha V Agarwal, Director, Emami Limited said:

"Our performance during the quarter has witnessed a reasonable growth despite a high base. We are happy that most of our brands have continued to perform well to maintain their leadership positions. Despite inflationary pressures and rising costs, we have managed to protect our EBIDTA, which we believe is commendable in the current environment. Our

International Business has also performed well growing by 7% on a year on year basis and by 16% on a 2 year CAGR basis led by Bangladesh and few other regions."

About Emami Ltd

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 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. In, 2019, the company acquired Creme 21, a German brand with strong roots & brand recall. Emami products are available in over 4.5 million retail outlets across India through its network of ~3250 distributors and its global footprint spans *over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.*

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Katrina Kaif, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

With a market cap of around ~Rs. 21,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group.
Please visit www.emamltd.in for further information.

For further information, please contact :

Mahasweta Sen | AVP & Head -Corporate Communications
Email: mahasweta.sen@emamigroup.com | Handphone: +919836292392

emami limited

Making people healthy & beautiful, naturally

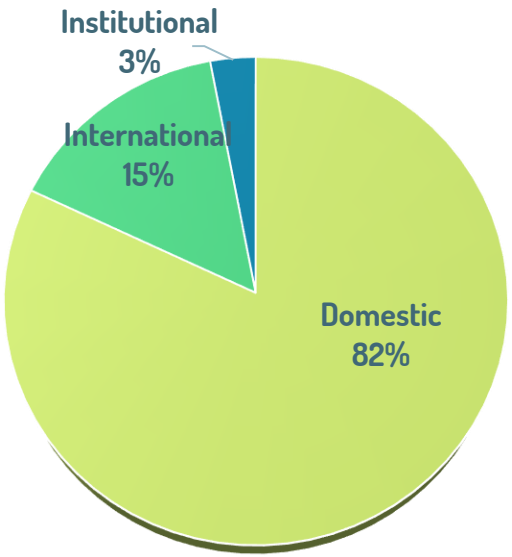
Q3 & 9MFY22 Performance Update

3rd February 2022

Revenue Growth

Key Financials	Growth in Q3FY22		Growth in 9MFY22
	Over PY	2 yr CAGR	Over PY
• Domestic Business	3%	9%	14%
• International Business	7%	16%	4%
• Institutional Business	16%	-8%	24%
Consolidated Net Sales	**4%**	**10%**	**13%**
• Other Operating Income	28%	-6%	15%
Total Revenues	**4%**	**9%**	**13%**

Q3FY22 Revenue Split



- 4% growth in Revenues in Q3FY22 on a higher base of 15% growth in Q3FY21
  - 7% growth excluding Immunity & Hygiene range
  - Flat volume growth in India Business

BoroPlus Range

- Sales grew by **2%** in Q3; 2 year CAGR of **10%**
  - Lower sales in Q3 due to phasing & pre-loading in Sep'21.
  - Sep-Dec'21 sales grew by **9%**
  - **8%** growth in 9MFY22

- Launched new TVC starring actress Nushrratt Bharuccha for light and non-sticky **BoroPlus SOFT Ayurvedic Antiseptic Cream.**
  - Also launched new TVC for BoroPlus Doodh Kesar Body Lotions.

- Launched 48 gm Rs. 10 SKU of BoroPlus 3 in 1 smart bathing bar with new formulation, shape and better aesthetic.

Pain Management Range

- Sales grew by **7%** in Q3; **2 year CAGR of 10%**
  - **21%** growth in 9MFY22

- Launched geography focused tactical communication TVC's for Zandu Balm–
  - North - Creating relevance of smog and steam inhalation during winters
  - South + West : *Chale Chalo* campaign with Sonu Sood

- Launched new TV & Print campaign for Zandu Ortho Vedic Oil: " *7 days balle balle* " with world renowned wrestler "The great Khalli"

Kesh King Range

- Sales growth almost flat in Q3; **2 year CAGR of 7%**
  - **17%** growth in 9MFY22

- Launched new TVC for Kesh King Oil featuring Shilpa Shetty to widen brand appeal & reach out to a larger TG .

- Launched Kesh King Anti Dandruff Shampoo in Oct'21 - before onset of winters, to stay relevant in the season

- Building Kesh King Onion Range in e-commerce and Modern Trade.

Navratna Range

- Sales grew by **11%** in Q3; 2 year CAGR flat.
  - **8%** growth in 9MFY22

- Launched **new campaign in Southern markets** with key message – Grandmothers (generations) trust Navratna Oil *champi* over regular Coconut oil for headache relief because it has 9 Ayurvedic herbs

  - Launched new Telugu TVC & campaign on YouTube
  - Also launched "South Grandparents campaign" on Instagram with 5 Telugu influencers

Male Grooming Range

- Sales declined by **3%** in Q3; 2 year CAGR of **1%**
  - **21%** growth in 9MFY22

- Launched eCommerce exclusive Combo pack in Oct' 21 – containing Fair and Handsome Radiance Cream 60 gm and Fair and Handsome Instant Radiance Face Wash 100gm

Healthcare Range

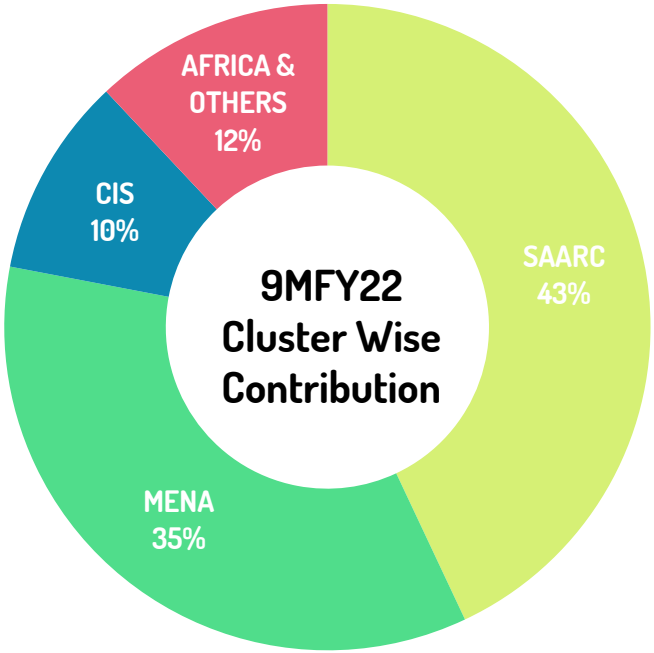
- Sales declined by **6%** in Q3; **2 year CAGR of 14%**
  - Excluding Immunity portfolio, sales grew by **2%** in Q3; 2 year CAGR of **21%**
  - **11%** growth in 9MFY22 (incl. immunity portfolio)

- **Roped in Bollywood superstar Ajay Devgn as the face of Zandu Chyawanprash**
  - Digital campaign reached out through social media handles of Ajay Devgn generating strong engagement

International Business Performance

- Sales grew by **7%** in Q3; **2 year CAGR of 16%**
  - **14%** growth excluding Immunity & Hygiene range
  - SAARC grew strongly led by Bangladesh

- 9MFY22 sales grew by **4%**
  - **10%** growth excluding Immunity & Hygiene range



SAARC	South Asian Association for Regional Cooperation (Major countries – Bangladesh, Nepal, Sri Lanka etc.)
MENA	Middle East & North Africa (Major countries – UAE, Qatar, Oman, Kuwait, Bahrain etc.)
CIS	Commonwealth of Independent States (Major Countries – Russia, Ukraine etc.)

Ad Campaigns

Digital Campaigns

theshilpashetty and keshkingofficial
Paid partnership

theshilpashetty Hairfall giving you sleepless nights? Turn to Kesh King, India's No1 Hairfall Expert. Authentically prepared with 21 rare ayurvedic herbs, this oil is clinically proven & internationally certified to not only stop hairfall but also grow new hair. Millions of Indians have put hairfall behind with Kesh King, now it's your turn. To buy products, visit shop.keshking.com.
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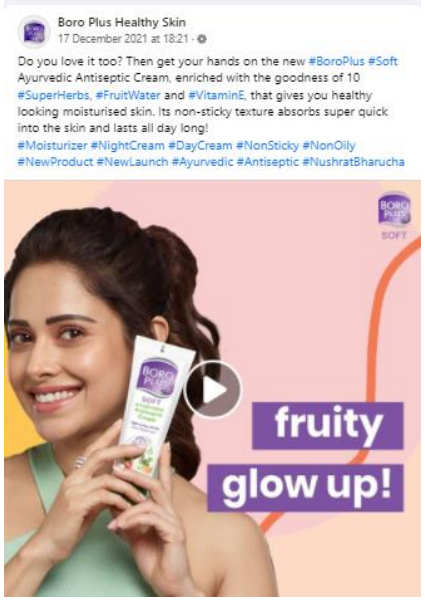
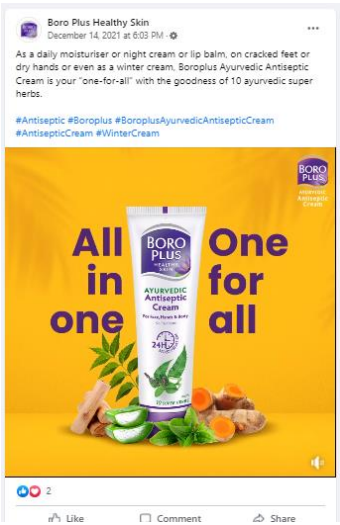
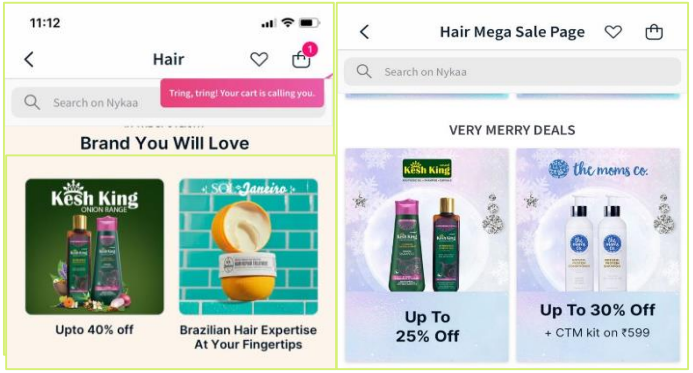




eCommerce Marketing

Entered into a Media Barter partnership with Pharmeasy wherein Zandu Ortho Vedic Oil will get prominent visibility on Pharmeasy App in exchange for its logo being featured on Zandu Ortho Vedic Oil's Print campaigns. Expeacted 4X- 5X increase in offtakes from Pharmeasy



Kesh King Onion range promoted on Nykaa under their Christmas Deals and Brands you will love section

Zandu Participated in Health, Hygiene wellness – Part 2 week on Amazon. 70 million impressions generated @ eCPM of Rs 50 vs normal avg CPM of Rs 250

Partnered with Big Basket on the Zandu Cook Book Contest, where consumers would share Grandma's recipes with Zandu Products as on of the ingredients on the Big Basket Platform.

BTL Activities

4

Financial Performance analysis

Earnings analysis for Q3 & 9MFY22

Q3FY22 Profitability (Consolidated)

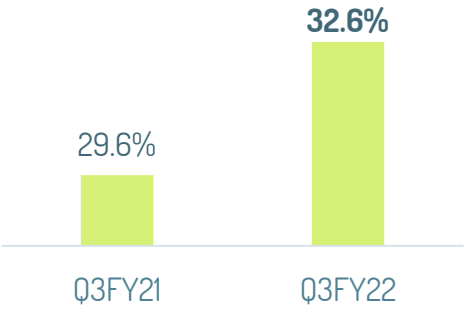
Q3FY22	₹ in crore	Growth over Q3FY21	2 year CAGR	Q3FY22 Margins	Margin Growth over Q3FY21	Margin Growth over Q3FY20
Revenues	**972**	4%	9%			
Gross Profit	**655**	0%	9%	**67.4%**	-300 bps	-80 bps
EBIDTA	**342**	0%	14%	**35.1%**	-130 bps	+270 bps
PAT	**220**	5%	23%	**22.6%**	+20 bps	+480 bps
Cash Profit	**304**	0%	15%	**31.3%**	-120 bps	+300 bps

- **Board of Directors announced Buyback upto 10% of Equity shares & free reserves at a price not exceeding ₹550/- per equity share**
- **Board of Directors also declared 2nd Interim Dividend at 400% i.e. Rs. 4/- per equity share**

Q3FY22 Financial Analysis

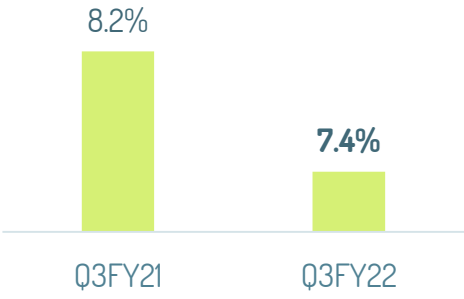
Cost of Goods Sold
(as a % of sales)

+300 bps



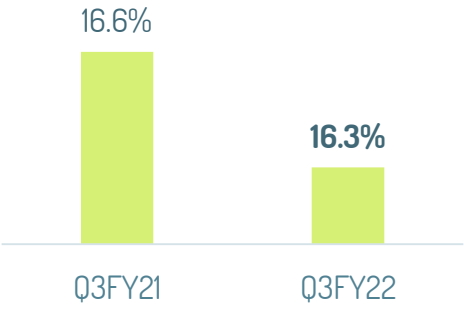
Staff Costs
(as a % of sales)

-80 bps



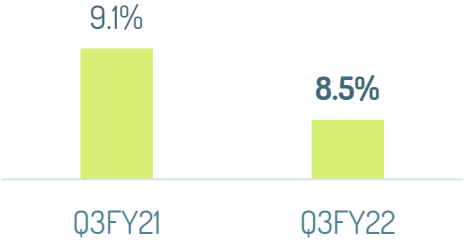
A&P Costs
(as a % of sales)

-30 bps

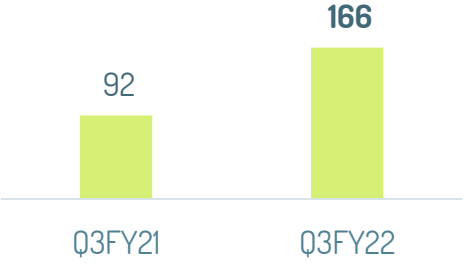


Admin & Other Exp
(as a % of sales)

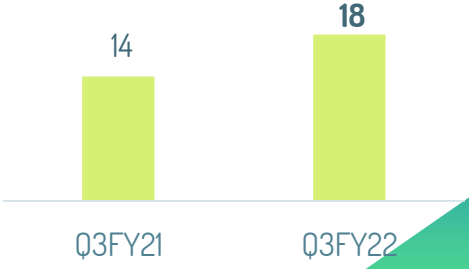
-60 bps



Other Income
(₹ in Millions)



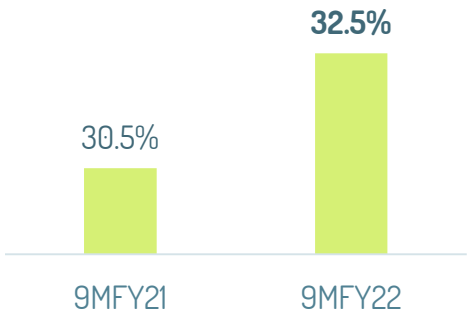
Interest Paid
(₹ in Millions)



9MFY22 Financial Analysis

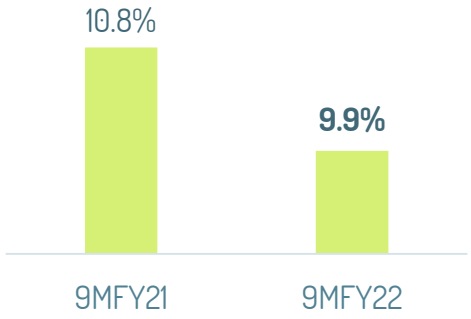
Cost of Goods Sold
(as a % of sales)

+200 bps



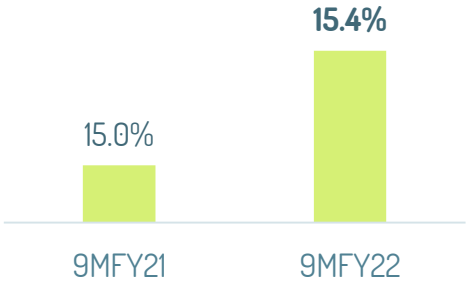
Staff Costs
(as a % of sales)

-90 bps



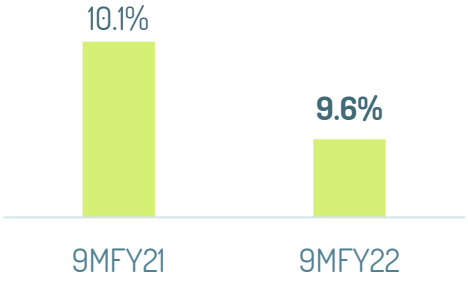
A&P Costs
(as a % of sales)

+40 bps

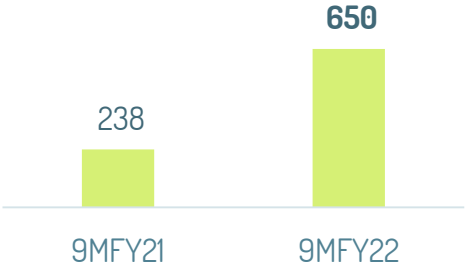


Admin & Other Exp
(as a % of sales)

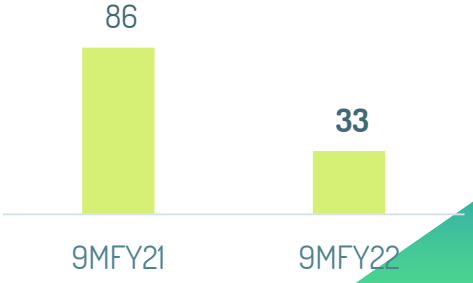
-50 bps



Other Income
(₹ in Millions)



Interest Paid
(₹ in Millions)



Q3FY22 Summarized Financials

₹ in Millions

Particulars	Q3FY22	%	Q3FY21	%	Growth over PY	FY21	%
Net Sales	**9,605.1**	**98.8%**	**9,247.4**	**99.0%**	**3.9%**	**28,542.6**	**99.1%**
Other Operating Income	113.4	1.2%	88.7	1.0%	27.8%	262.7	0.9%
Revenue from Operations	**9,718.5**	**100.0%**	**9,336.1**	**100.0%**	**4.1%**	**28,805.3**	**100.0%**
Materials Cost	3,169.9	32.6%	2,766.0	29.6%	14.6%	9,292.4	32.3%
A&P	1,582.5	16.3%	1,553.6	16.6%	1.9%	4,581.3	15.9%
Staff Cost	723.5	7.4%	767.1	8.2%	-5.7%	3,091.7	10.7%
Admn & Other Exp	827.2	8.5%	847.5	9.1%	-2.4%	3,009.4	10.4%
EBIDTA	**3,415.4**	**35.1%**	**3,401.9**	**36.4%**	**0.4%**	**8,830.5**	**30.7%**
Other Income	166.3	1.7%	91.8	1.0%	81.2%	702.7	2.4%
Interest	18.3	0.2%	13.7	0.1%	33.6%	132.7	0.5%
Amortisation of acquired TM's/ brands	602.6	6.2%	602.7	6.5%	0.0%	2,678.5	9.3%
Depreciation/Amortisation of other assets	241.8	2.5%	341.0	3.7%	-29.1%	991.0	3.4%
PBT before Exceptional Items	**2,719.0**	**28.0%**	**2,536.3**	**27.2%**	**7.2%**	**5,731.0**	**19.9%**
Exceptional Items	-	0.0%	-	0.0%	0.0%	-	0.0%
PBT	**2,719.0**	**28.0%**	**2,536.3**	**27.2%**	**7.2%**	**5,731.0**	**19.9%**
Tax	490.9	5.1%	437.8	4.7%	12.1%	1,142.1	4.0%
PAT	**2,228.1**	**22.9%**	**2,098.5**	**22.5%**	**6.2%**	**4,588.9**	**15.9%**
Share of Minority Interest & P/L of Associate	(32.9)	-0.3%	(8.9)	-0.1%	269.7%	(41.9)	-0.1%
PAT After Minority Interest & Associate	**2,195.2**	**22.6%**	**2,089.6**	**22.4%**	**5.1%**	**4,547.0**	**15.8%**
Cash Profit (PAT + Dep. & Amortization)	**3,039.6**	**31.3%**	**3,033.3**	**32.5%**	**0.2%**	**8,216.5**	**28.5%**

9MFY22 Summarized Financials

₹ in Millions

Particulars	9MFY22	%	9MFY21	%	Growth over PY	FY21	%
Net Sales	**23,935.7**	**98.8%**	**21,253.5**	**98.9%**	**12.6%**	**28,542.6**	**99.1%**
Other Operating Income	280.7	1.2%	244.2	1.1%	14.9%	262.7	0.9%
Revenue from Operations	**24,216.4**	**100.0%**	**21,497.7**	**100.0%**	**12.6%**	**28,805.3**	**100.0%**
Materials Cost	7,879.9	32.5%	6,564.2	30.5%	20.0%	9,292.4	32.3%
A&P	3,734.3	15.4%	3,231.5	15.0%	15.6%	4,581.3	15.9%
Staff Cost	2,389.2	9.9%	2,332.2	10.8%	2.4%	3,091.7	10.7%
Admn & Other Exp	2,328.7	9.6%	2,167.2	10.1%	7.5%	3,009.4	10.4%
EBIDTA	**7,884.3**	**32.6%**	**7,202.6**	**33.5%**	**9.5%**	**8,830.5**	**30.7%**
Other Income	649.6	2.7%	237.7	1.1%	173.3%	702.7	2.4%
Interest	32.5	0.1%	85.5	0.4%	-62.0%	132.7	0.5%
Amortisation of acquired TM's/ brands	1,801.4	7.4%	2,089.2	9.7%	-13.8%	2,678.5	9.3%
Depreciation/Amortisation of other assets	711.8	2.9%	750.7	3.5%	-5.2%	991.0	3.4%
PBT before Exceptional Items	**5,988.2**	**24.7%**	**4,514.9**	**21.0%**	**32.6%**	**5,731.0**	**19.9%**
Exceptional Items	-	0.0%	-	0.0%		-	0.0%
PBT	**5,988.2**	**24.7%**	**4,514.9**	**21.0%**	**32.6%**	**5,731.0**	**19.9%**
Tax	1,076.1	4.4%	816.6	3.8%	31.8%	1,142.1	4.0%
PAT	**4,912.1**	**20.3%**	**3,698.3**	**17.2%**	**32.8%**	**4,588.9**	**15.9%**
Share of Minority Interest & P/L of Associate	(86.5)	-0.4%	(28.4)	-0.1%	204.6%	(41.9)	-0.1%
PAT After Minority Interest & Associate	**4,825.6**	**19.9%**	**3,669.9**	**17.1%**	**31.5%**	**4,547.0**	**15.8%**
Cash Profit (PAT + Dep. & Amortization)	**7,338.8**	**30.3%**	**6,509.8**	**30.3%**	**12.7%**	**8,216.5**	**28.5%**

Thank You