emami limited

Date: 7th August, 2020

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 Sirs,

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 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)

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phone: 91 33 6613 6264 tele fax: 91 33 6613 6600 e-mail: contact@emamigroup.com website: www.emamiltd.in
CIN: L63993WB1983PLC036030

emami limited

Making people healthy & beautiful, naturally

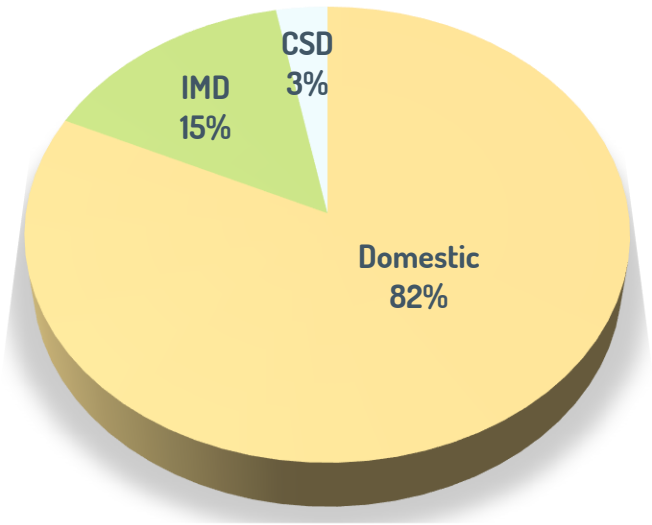
Q1FY21 Performance Update

7th August 2020

Q1FY21 Revenues

Key Financials	Q1FY21 Growth	Growth in June'20*
Consolidated Revenues	-26%	6%
• Domestic Business	-26%	8%
• International Business	-18%	7%
• Institutional Business (CSD)	-38%	-44%

Q1FY21 Business Wise Sales Split



- Performance in April & May'20 impacted due to lockdown
- Domestic Secondary sales degrowth lower at 15% in Q1
- New launches contributed 5% to Domestic Revenues in Q1
- Green shoots visible in June'20
- **Double digit growth in July'20**

*Unaudited, based on Internal MIS

Q1FY21 Profitability (Consolidated)

Key Financials	Q1FY21 Growth	Margin Growth	Margins
Gross Profit	-23%	+ 230 bps	66.5%
EBIDTA	-8%	+ 490 bps	25.5%
PAT	+1%	+ 220 bps	8.2%
Cash Profit	-7%	+ 480 bps	23.8%

- Margins increased despite lower sales due to stringent cost control measures and benign raw material prices.

Q1FY21
Domestic Portfolio Snapshot

Portfolio	Health & Hygiene Portfolio	Other Brands
Major Brands	ZANDU, BORO PLUS, emami MENTHO PLUS BALM Hygiene	Navratna, emami Kesh King, FAIR AND HANDSOME, emami 7 OILS IN ONE NON STICKY HAIR OIL, BORO PLUS, HE ADVANCED GROOMING
Contribution & Growth*	c. 43% + 29%	c. 57% - 44%

*Q1FY21 Contribution to Domestic Business

Q1FY21 Domestic Brandwise Performance

Key Brands	Q1FY21 Growth	Growth in June'20*
Healthcare Range	23%	59%
Pain Management Range	15%	43%
BoroPlus Range	28%	92%
Navratna Range	-41%	-10%
Kesh King Range	-33%	0%
Male Grooming Range	-70%	-43%

*Unaudited, based on Internal MIS

New Launches in Q1FY21

BoroPlus Advanced Anti- Germ Hand Sanitizer

- Launched in April'20
- #2 brand in "More" & #3 in "Vishal Megamart" & "Walmart"
- "Amazon's Choice" with an overall rating of 4.3 out of 5

BoroPlus Antiseptic Moisturizing Soap

- Launched in June'20

BoroPlus Aloe Vera Gel

- Launched in April'20
- #1 Aloe Gel brand in Walmart and Vishal Mega Mart, replacing the market leader

New Launches in Q1FY21 – Healthcare Range

Zandu Ayurvedic Hand Sanitizer
Launched in June'20

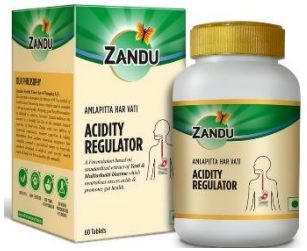
Zandu Ayush Kwath Powder
An Ayurvedic immunity booster Kadha launched in June'20

Zandu Single Herb Range

E Commerce Specific Launches

Zandu Pachan Vati
(Digestive Stimulant)

Zandu Sandhigata Pida har Vati
(Joint pain reliever)



Zandu Amla pitta har vati
(Acidity Regulator)

Zandu Draksha Pachan Churna
(Natural digestion enhancer)

Zandu Papaya Leaf Extract
(Fights during Dengue by increasing blood platelets)

Zandu Chirakin Tablet
(Anti Malarial and Anti viral)

International Business Performance

- Sales declined by 18%
- Hygiene products introduced in key geographies
  - Launched under Creme 21, Gold Turmeric and BoroPlus brands
  - Planned 3P manufacturing in new geographies.

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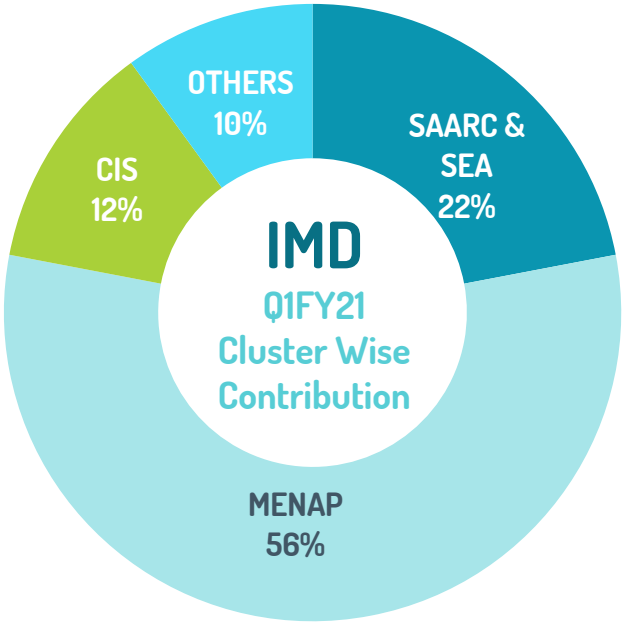


SAARC	South Asian Association for Regional Cooperation *(Major countries – Bangladesh, Nepal, Sri Lanka etc.)*
SEA	South East Asia *(Major countries – Malaysia, Myanmar & Singapore)*
MENAP	Middle East, North Africa & Pakistan *(Major countries – UAE, Qatar, Oman, Kuwait, Bahrain etc.)*
CIS	Commonwealth of Independent States *(Major Countries – Russia, Ukraine etc.)*
Others	Africa, America and other

New Launches - International Business

Creme 21 Range

Turmeric Hand Sanitizer Gel

Hand Sanitizer

Hand Sanitizer Spray

Hand Sanitizer Gel Tube

Sanitizer wipes

Gold Turmeric Range

Hand Sanitizer

Anti-Bacterial Hand Wash & Soap

BoroPlus Range

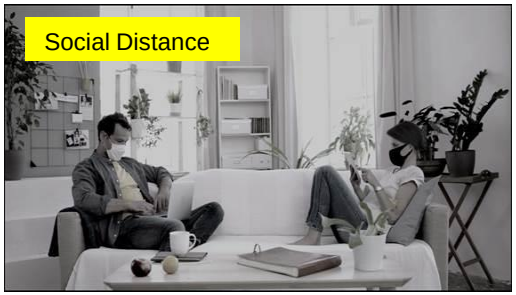
Hand Sanitizer

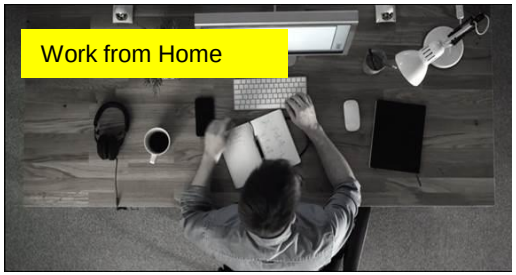
Anti-Bacterial Soap

Media Campaigns

Roped in Bollywood superstar **Salman Khan** as **Raahat Raja**, the popular icon of **Navratna**.

Aired new commercial directed by Nitesh Tiwari (Dangal and Chhichhore fame)





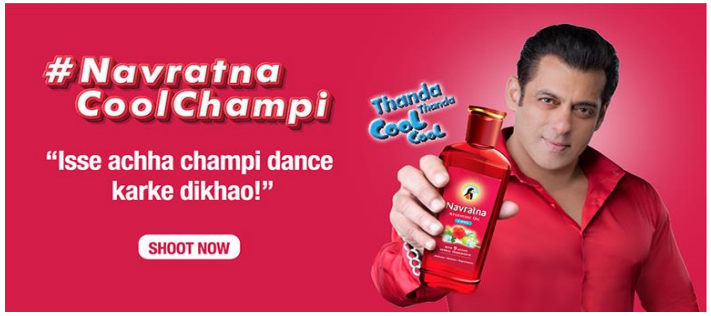
New communication for Zandu Balm as problem solver for consumers who are dealing with stress, anxiety and additional household work due to change in daily routine caused by COVID-19

New TVC for BoroPlus Aloe Vera Gel

Digital Campaigns

Zandu Balm Digital campaign on Facebook and Instagram
#ShareThePain #ShareTheWork #LockDownPains

Digital campaign for BoroPlus Hand Sanitizer



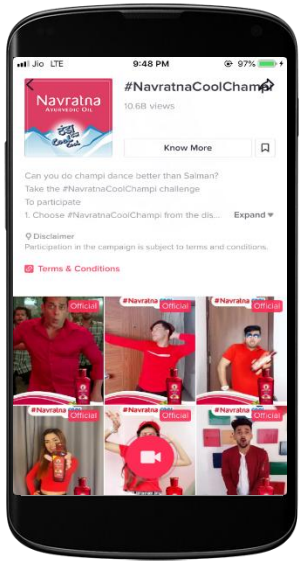
Video Views
4.6 billion

Total Videos using hashtag
5.8 million

Likes
558 million

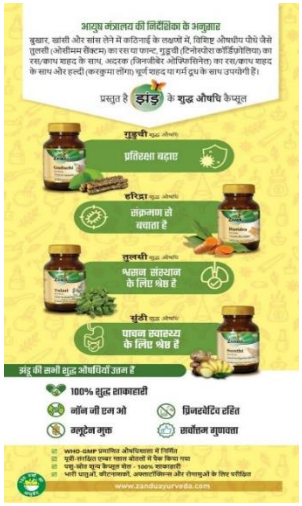
Page Views
2.6 million

Engagement
598 million



Launched Digital activity #NavratnaCoolChampi with Salman Khan to make 'champi' synonymous with Navratna. **Overall 5.8 million videos created with the hashtag with unique reach of 1.03 crore.**

Media Campaigns- Healthcare



Digital communication redefined according to current perspective of COVID scenario basis product efficacy, scientific validity & quality of the product.

High Impact placement during PM's address to nation

Digital Campaign for **Zandu Immunity Building range**

Facebook Campaigns for Zandu Immunity range

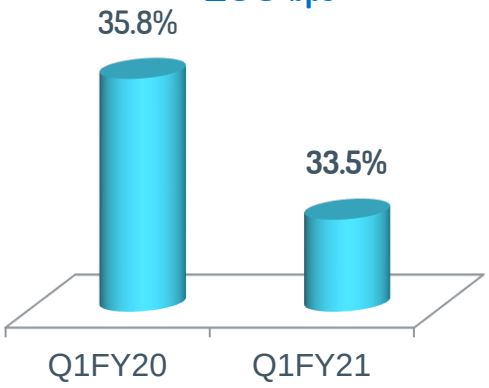
Buyback of Shares

- Board of Directors approved Buyback of Shares from open market at a maximum price of Rs. 300/- per share upto Rs. 192 cr as permitted by Companies Act and SEBI on 19th March 2020.
- Buyback completed on 7th July 2020 with 94.2 lac shares purchased at an average price of Rs. 203.78/- (excluding brokerage, taxes & other levies)
- All the shares bought back, extinguished within the statutory time frame
- Share capital post Buyback reduced from Rs. 45.39 crore to Rs. 44.45 crore
- Consequently promoter stake increased from 52.74% to 53.86%

Q1FY21
Financial Analysis

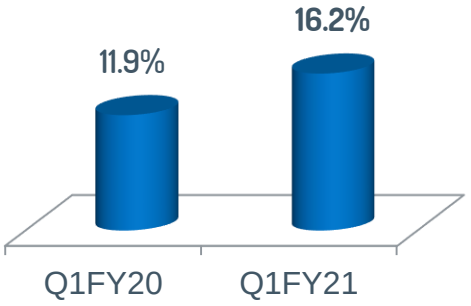
Cost of Goods Sold
(as a % of Sales)

- 230 bps



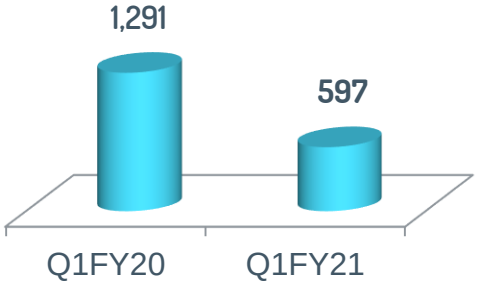
Staff Costs
(as a % of Sales)

+ 430 bps



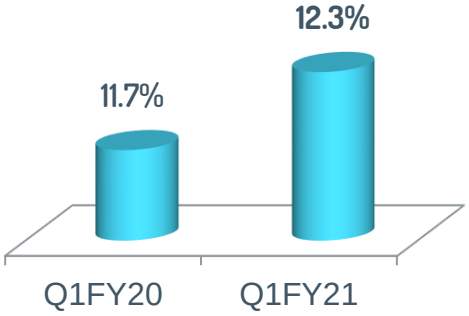
A&P Spends
(₹ in Millions)

- 750 bps

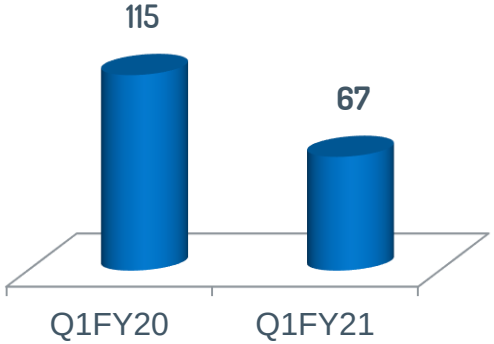


Admin & Other Exp
(as a % of Sales)

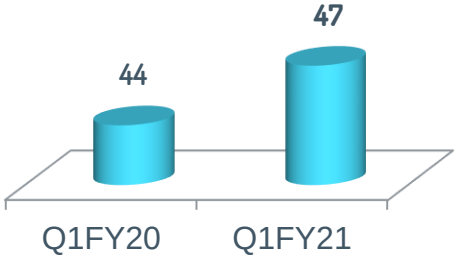
+ 60 bps



Other Income
(₹ in Millions)



Interest Paid
(₹ in Millions)



Q1FY21
Summarized Financials

₹ in Millions

Particulars	Q1FY21	%	Q1FY20	%	Growth %	FY20	%
Net Sales	**4,728.2**	**98.2%**	**6,385.2**	**98.4%**	**-26.0%**	**26,106.4**	**98.3%**
Other Operating Income	85.2	1.8%	101.2	1.6%	-15.8%	442.4	1.7%
Revenue from Operations	**4,813.4**	**100.0%**	**6,486.4**	**100.0%**	**-25.8%**	**26,548.8**	**100.0%**
Materials Cost	1,613.4	33.5%	2,324.3	35.8%	-30.6%	8,761.0	33.0%
A&P	597.1	12.4%	1,290.5	19.9%	-53.7%	4,711.4	17.7%
Staff Cost	781.3	16.2%	772.8	11.9%	1.1%	2,995.1	11.3%
Admn & Other Exp	591.8	12.3%	757.4	11.7%	-21.9%	3,175.9	12.0%
EBIDTA	**1,229.8**	**25.5%**	**1,341.4**	**20.7%**	**-8.3%**	**6,905.4**	**26.0%**
Other Income	67.0	1.4%	114.9	1.8%	-41.7%	570.7	2.1%
Interest	47.0	1.0%	43.5	0.7%	8.0%	210.1	0.8%
Amortisation of acquired TM's/ brands	554.3	11.5%	633.0	9.8%	-12.4%	2,589.0	9.8%
Depreciation/Amortisation of other assets	193.6	4.0%	203.7	3.1%	-5.0%	774.3	2.9%
PBT before Exceptional Items	**501.9**	**10.4%**	**576.1**	**8.9%**	**-12.9%**	**3,902.7**	**14.7%**
Exceptional Items	-	0.0%	-	0.0%	0.0%	106.8	0.4%
PBT	**501.9**	**10.4%**	**576.1**	**8.9%**	**-12.9%**	**3,795.9**	**14.3%**
Tax	94.8	2.0%	176.9	2.7%	-46.4%	712.7	2.7%
PAT	**407.1**	**8.5%**	**399.2**	**6.2%**	**2.0%**	**3,083.2**	**11.6%**
Share of Minority Interest & P/L of Associate	(11.1)	-0.2%	(6.6)	-0.1%	68.2%	(54.1)	-0.2%
PAT After Minority Interest & Associate	**396.0**	**8.2%**	**392.6**	**6.1%**	**0.9%**	**3,029.1**	**11.4%**
Cash Profit (PAT + Dep. & Amortization)	**1,143.9**	**23.8%**	**1,229.3**	**19.0%**	**-6.9%**	**6,392.4**	**24.1%**
EPS - Rs.	0.88		0.86			6.67	
Cash EPS- Rs.	2.54		2.71			14.08	

Thank you