Year: 2014-15

Turnover: ` 2,217 cr
Net Profit: ` 486 cr

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

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

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EMAMI'S Q2FY16 CASH PROFIT SURGES BY 30.3% REVENUE GROWS BY 17.4%

HIGHLIGHTS (CONSOLIDATED)

- **Cash Profit* at ` 133 cr grew by 30.3%** during the quarter. It grew by 37.2% in H1FY16 with cash profits at ` 243 cr.
- **17.4% growth in Net Sales at ` 575 cr** during the second quarter. Growth in the H1FY16 is 19.9% with sales at ` 1,165 cr.
- **EBIDTA at ` 152 cr grew by 34.5%** during the quarter. EBIDTA at ` 252 cr. grew by 33.9% in H1FY16.
- However, because of amortization of Kesh King Intangibles, PAT degrew by 33.0% during the quarter and by 8.9% in H1FY16.

**Cash Profit = PAT+ Depreciation & Amortization.*

Kolkata, October 29, 2015: The Board of Directors of Emami Limited met on Thursday, October 29, 2015 to consider unaudited financial results of the company for the second quarter and half year that ended on September 30, 2015.

Turnover of the company at ` 575 crores grew by 17.4% in the second quarter and by 19.9% in H1FY16 at ` 1,165 crores. EBIDTA at ` 152 crores grew by 34.5% in the second quarter and by 33.9% in H1FY16 at ` 252 crores. Cash Profits at ` 133 crores grew by 30.3% in the second quarter and by 37.2% in H1FY16 at ` 243 crores. However, PAT at ` 61 crores degrew by 33.0% during the quarter and by 8.9% in H1FY16 at ` 149 crores on account of Amortization of Kesh King intangibles.

New brands such as **Fair and Handsome Instant Fairness Facewash, Emami 7 Oils in One, Zandu Balm Ultra Power** and **Zandu Gel Balm Jr.** continued to perform well.

The power brands continued to maintain leadership in key categories in H1FY16. Cooling Oils grew its volume market share by 860 bps at 73.5% and Cool talc grew its volume market share by 20 bps at 26.2%. Balms, Boroplus Antiseptic cream and Fair and Handsome maintained their leadership positions with volume market shares at 56.4%, 77.3% and 62.4% respectively.

The Company's EBIDTA during the quarter rose by 34.5% and by 33.9% in H1FY16 mainly on account of gross margin expansion.

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INTERNATIONAL BUSINESS

International business grew by 11.5% during the quarter and by 16.0% in H1FY16 impacted by geo-political and economic challenges in some overseas markets like Bangladesh and Russia. MENAP region performed well led by robust growth in GCC region. 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 :

"Despite deflationary environment along with lower rural wage growth and an overall sluggish consumer environment during the quarter, we are happy to announce the domestic business growth of 19.5% in the second quarter and of 21.5% in H1FY16. We have also managed to strengthen our market share in key categories during this quarter. "

Mr Harsha V Agarwal, Director, Emami Limited said :

"All our power brands have performed satisfactorily in this quarter. Our bottomline and EBIDTA margin have also improved due to lower input cost and cost reduction initiatives taken. Our newly acquired brand "Kesh King" has made considerable contribution to the overall topline growth in the first quarter of its integration. The Healthcare range has also continued its robust growth led by the stellar performance by Zandu Pancharistha. This competitive performance was delivered despite the subdued consumer sentiment and an untimely monsoon. However, we are expecting a gradual uptick in consumer demand in the next two quarters."

ACQUISITION :

Acquired hair & scalp care business under the 'Kesh King' and allied brands for Rs 1,684 (Including duties & taxes) crores in June 2015. The Company raised around Rs 950 crore debt to partially fund the acquisition. The balance was funded by internal accruals.

MARKETING:

- **BoroPlus Antiseptic Cream** came up with a new star studded TV commercial produced by Rajkumar Hirani, bringing in superstars **Amitabh Bachchan & Kangana Ranaut** for the first time together onscreen.

- **Shruti Haasan** comes on board to endorse Kesh King **Ayurvedic Medicinal Oil** for **Southern markets** and **Kesh King Shampoo nationally**

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- **Fair and Handsome** came up with a high octane digital campaign **#HandsomeLife** for the aspirational young men to celebrate handsomeness in association with the brand endorser **Hrithik Roshan**

- **Fair and Handsome** partnered with **FC Pune City** as its Lead Sponsor for **ISL 2015.** It is the Only celebrity brand endorsed by ISL owners to come on board as a team's lead sponsor

- Launched **Zandu Gel Balm Junior**, the first ever gel based pain balm for kids in India

- 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 110 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.24,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamltd.in and www.zanduayurveda.com for further information.

For further information, please contact :

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