emami limited

Year: 2013-14

Turnover: Rs. 1821cr
Net Profit: Rs. 402cr

One of the fastest homegrown FMCG Company in India with a 19% CAGR in topline for past 5 years

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

Brand Ambassadors- Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulakar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwag, Chiranjeevi, Surya, Jr. NTR, Yami Gautam, Govinda among others

Covers more than 40 lac retail outlets across India through 3000 distributors

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 82th Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

Won the IMC Ramakrishna Bajaj National Quality Award.

EMAMI RECORDS STRONG GROWTH OF 18.4% DURING Q3 OF FY 2014-15

HIGHLIGHTS (CONSOLIDATED)

- **18.4% growth in Net Sales at Rs. 692r** during the third quarter. Growth in the first nine months is 21.0% with sales at Rs. 1664cr
- **EBIDTA at Rs. 212 cr grew by 19.7%** during the quarter. EBIDTA at Rs. 400cr grew by 23.6% in the first nine months of the year
- **PAT at Rs. 184cr grew by 21.9 %** during the quarter. It grew by 19.2% for the first nine months with profits at Rs. 347cr
- **Acquired controlling stake (66.67%)** in **Fravin Pty Ltd**., Australia

Kolkata, January 28, 2015: Emami Limited announced its unaudited financial results for the third quarter & nine months ended December 31, 2014 at their Board of Directors' Meeting held on 28th January, 2015.

Turnover of the company in the third quarter grew by 18.4% at Rs. 692crores, EBIDTA grew by 19.7% at Rs. 212 crores and PAT grew by 21.9% at Rs 184 crores respectively over the corresponding quarter in previous year.

For the first nine months of the year, turnover at Rs. 1664 crores grew by 21.0%, EBIDTA at Rs. 400 crores grew by 23.6% and PAT at Rs 347 crores grew by 19.2% respectively over the corresponding period in previous year.

The third quarter witnessed a strong domestic business that grew at a robust pace, registering a handsome topline growth of 18.2 %. Even though the winter was delayed, the company successfully overcame the seasonal challenges by the robust performances of the Power Brands, which attributed to the strong topline growth. New launches such as **'HE' Deodorant, Fair and Handsome Instant Fairness Facewash, Emami 7 Oils in One Damage Control Hair Oil** and **Zandu Balm Ultra Power** were active contributors to the quarter's growth. The company continued to spend aggressively on advertisement and brand building during the quarter to market its products aggressively. Despite the high increase in spends, the Company's EBIDTA during the quarter rose by 19.7%, bettering industry average. Raw material prices exhibited a declining trend in the third quarter, which had a positive impact on the quarter's overall performance.

Emami Limited, Emami Tower, 687 Anandapur, EM Bypass, Kolkata 700107, India
P- 91 33 6613 6264 **W**- www.emamiltd.in
CIN: L63993WB1983PLC036030

emami limited

Year: 2013-14

Turnover: Rs. 1821cr
Net Profit: Rs. 402cr

One of the fastest homegrown FMCG Company in India with a 19% CAGR in topline for past 5 years

---

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

---

Brand Ambassadors- Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulakar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwag, Chiranjeevi, Surya, Jr. NTR, Yami Gautam, Govinda among others

---

Covers more than 40 lac retail outlets across India through 3000 distributors

---

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 82th Richest Persons in India

---

Listed among the Fortune 500 India's largest corporations by profitability

---

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

---

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

---

Won the IMC Ramakrishna Bajaj National Quality Award.

Aggressive marketing campaigns through ATL & BTL activities, delivered rich dividends in terms of growth of most of our Power Brands. Navratna Oil, Boroplus cream, Zandu Balm, Mentho Plus Balm, Fair & Handsome and Zandu HCD Range grew in healthy double digits.

As per AC Nielsen data, the company conitnued to gain market shares across key categories this quarter. Navratna Cooling Oil has gained 1270 bps with our volume market shares at 70.4%. Balms market share at 57.4% gained by 140bps. Boroplus Antiseptic cream and Fair and Handsome maintained their market shares at 80.5% and 64.6% respectively.

International business grew by 20.6% during the quarter. The growth was led by GCC and CIS countries. For the first nine months of the year, International Business grew by around 41.5%. While Boroplus is #1 antiseptic cream brand in Russia, Ukraine & Nepal, Navratna Oil and Fair & Handsome brands also enjoy leadership positions in UAE, KSA and Bangladesh. Market shares have further strengthened in these countries during the quarter.

With increased emphasis, improved visibility and focused execution, the Modern Trade business and Direct Rural business grew healthily in double digits.

Mr Mohan Goenka, Emami Limited added:

"Both our domestic and international businesses have done extremely well during this quarter, bettering industry average. This is despite a challenging environment that has been threatened by delayed winter and economic slowdown. Consumer sentiment and demand for our products continued to be good both in modern and general trade. Our new launches have received encouraging consumer response and have started making significant contribution in generating revenues. Our international business has also received good traction by recording 20.6% growth."

Mr Harsh Agarwal, Director, Emami Limited said, "Our consistent performance across our businesses has helped us to deliver another quarter of healthy growth. We have continued to focus on strengthening our brands in the market place and have leveraged the softening of raw material prices to our advantage. Our Healthcare Division also continues to perform strongly with Zandu Panchrishta and Vigorex leading the growth and we wish to make Zandu a formidable brand in the healthcare & wellbeing space. Our recent acquisitions of SHE Comfort brand and controlling stake in Fravin Pty Ltd, Australia mark our entry into feminine hygiene and natural & organic personal care space respectively which are strategic steps towards making Emami a truly global brand"

Emami Limited, Emami Tower, 687 Anandapur, EM Bypass, Kolkata 700107, India
P- 91 33 6613 6264 **W**- www.emamiltd.in
CIN: L63993WB1983PLC036030

emami limited

Year: 2013-14

Turnover: Rs. 1821cr
Net Profit: Rs. 402cr

One of the fastest homegrown FMCG Company in India with a 19% CAGR in topline for past 5 years

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

Brand Ambassadors- Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulakar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwag, Chiranjeevi, Surya, Jr. NTR, Yami Gautam, Govinda among others

Covers more than 40 lac retail outlets across India through 3000 distributors

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 82th Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

Won the IMC Ramakrishna Bajaj National Quality Award.

ACQUISITION:

Emami acquired controlling stake (66.67%) in Fravin Pty Ltd., based in Australia which has major strengths in R&D and manufacture of natural and organic personal care products. This international acquisition marks Emami's entry into the fast growing natural and organic Personal Care segment and is in line with the company's strategy to be present in sectors with high growth potential.

MARKETING :

- Launched **HE Deodorant** with 6 variants of world class fragrances in international packaging. Differentiated positioning of 'Be Interesting' of the brand was aggressively marketed through traditional ATL & BTL campaigns backed by strong digital communication.

- Roped in Bollywood superhero **Hrithik Roshan** as the brand ambassador for HE deodorant
- **Kangana Ranaut** comes on board to endorse **BoroPlus Total Relief Moisturizing Lotion**
- Launched **Emami 7 Oils in One Damage Control Hair Oil** with brand ambassador **Yami Gautam**
- Launched **Zandu Balm Ultra Power**, the first brand extension of the power brand Zandu Balm
- Acquired **She *Comfort*** brand from Royal Hygiene Care Pvt Ltd and forayed into the feminine hygiene category. The acquisition of ***She Comfort*** offers synergy with the company's existing business in line with the company's strategy to strengthen presence significantly in the personal & healthcare segment
- 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".

CELEBRITY ENDORSEMENTS

Renowned celebrities such as **Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor, Madhuri Dixit, Sonakshi Sinha, Bipasha Basu, Kangana Ranaut, Yami Gautam, Sunny Deol, Junior NTR, Malaika Arora Khan, Chiranjeevi, Mahesh Babu, Rajpal Yadav** etc. and Sporting personalities comprising **Sachin Tendulkar, M.S. Dhoni, Virendra Sehwag, Saurav Ganguly, Harbhajan Singh, Zaheer Khan, Saina Nehwal, Mary Kom, Sushil Kumar, Milkha Singh etc** have endorsed Emami products from time to time.

STRONG R & D : Strong R & D spearheaded by Padmashree Vaidya Suresh Chaturvedi and eminent Ayurvedacharyas and experts from India and abroad strives to deliver innovative and effective products.

emami limited

Year: 2013-14

Turnover: Rs. 1821cr
Net Profit: Rs. 402cr

One of the fastest homegrown FMCG Company in India with a 19% CAGR in topline for past 5 years

---

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

---

Brand Ambassadors- Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulakar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwag, Chiranjeevi, Surya, Jr. NTR, Yami Gautam, Govinda among others

---

Covers more than 40 lac retail outlets across India through 3000 distributors

---

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 82th Richest Persons in India

---

Listed among the Fortune 500 India's largest corporations by profitability

---

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

---

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

---

Won the IMC Ramakrishna Bajaj National Quality Award.

HUMAN RESOURCE : In an endeavour to scale up the business, the company adopted a conscious strategy to professionalise the organization and create a strong line of leadership that would help Emami to graduate to the next big league. Strategic hiring of a number of senior level professionals and eminent consultants with rich MNC experience across various functions was done to manage the growing business.

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, around 100 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 products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 19% 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, Kareena Kapoor Khan, Bipasha Basu, Kangana Ranaut, Sonakshi Sinha, Hrithik Roshan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others

With a market cap of over Rs.21,000 crores, Emami Ltd is the flagship Company of Rs.10,000+ cr diversified Emami Group.

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