emami

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emami limited

May 13, 2015

The Secretary
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G. Block
Bandra Kurla Complex, Bandra (E)
Mumbai: 400051

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai: 400001

The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata: 700001

Dear Sir,

Sub: Press release

Enclosed please find the Press Release issued in relation to Audited Financial Results of the company for financial year ended March 31, 2015 and the results of the fourth quarter ended on March 31, 2015 approved by the Board of Directors, at its meeting held on 13th May 2015.

This is for your information and record.

Thanking you,

Yours faithfully,

For Emami Limited,

A.K. Joshi
Company Secretary & AVP- Legal
(Encl.: As above)

emami limited

Year: 2014-15

Turnover: Rs. 2217 cr
Net Profit: Rs. 486 cr

One of the fastest homegrown FMCG Company in India with a 17% 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, Yami Gautam, Kangana Ranaut, Bipasha Basu, Sonakshi Sinha, Shruti Haasan, Sachin Tendulakar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwag, Chiranjeevi, Surya, Jr. NTR, among others

Covers more than 32 lac retail outlets across India through 2,800 distributors

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 60th 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 & CRISIL) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

EMAMI'S Q4FY15 SALES SURGES BY 24.2%; LIFTS NET PROFIT BY 24.5 %
CLOSES FY 2015 WITH A FORMIDABLE SALES GROWTH OF 21.8% & PAT OF 20.7%

HIGHLIGHTS (CONSOLIDATED)

- **24.2% growth in Net Sales at Rs.554 cr** during the fourth quarter. Growth in the FY15 is 21.8% with sales at Rs.2217 cr.
- **EBIDTA at Rs.140 cr grew by 18.9%** during the quarter. EBIDTA at Rs.540 cr. grew by 22.4% in FY15.
- **PAT at Rs.138 cr grew by 24.5%** during the quarter. It grew by 20.7% in FY15 with profits at Rs.486 cr.
- **Final Dividend @ 300%**, i.e., Rs.3/- per share announced by the Board making total dividend for FY15 at 700%, i.e., Rs. 7/- per share including interim dividend of Rs.4/- per share, a dividend payout of 39% including dividend tax.

Kolkata, May 13th 2015: Emami Limited announced its audited financial results for the fourth quarter & full year ended March 31, 2015 at their Board of Directors' Meeting held on 13th May, 2015.

Turnover of the company in the fourth quarter grew by 24.2% at Rs.554 crores, EBIDTA grew by 18.9% at Rs.140 crores and PAT grew by 24.5% at Rs.138 crores respectively over the corresponding quarter in previous year.

For the financial year 2015 the turnover at Rs.2217 crores grew by 21.8%, EBIDTA at ` 540 crores grew by 22.4% and PAT at Rs.486 crores grew by 20.7% respectively over the previous year.

The growth in the fourth quarter of FY 15 was achieved by the strong performance of domestic business that registered a handsome topline growth of 20.5%. Notwithstanding unseasonal rains, the company posted a strong topline growth led by the robust performances of the Power Brands. 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** strengthened their presence in the market place to actively contribute to the quarter's growth. The company continued to spend aggressively on advertisement and brand building during the quarter to bolster its marketing efforts. Despite the high increase in spends, the Company's EBIDTA during the quarter rose by 18.9%, bettering industry average.

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

Emami's policy of marketing its products through aggressive marketing campaigns via both ATL & BTL routes, continued to deliver rich dividends in terms of growth of the company's Power Brands. Power Brands such as Navratna Oil, BoroPlus Antiseptic Cream, Zandu Balm, Mentho Plus Balm, Fair & Handsome, Navratna Cool Talc and Zandu HCD Range grew in healthy double digits in FY15.

FY 2015 was a year of consolidation of market shares by the Power Brands. As per AC Nielsen data, the company continued to gain market shares across key categories this quarter. Navratna Cool Oil gained 1320 bps capturing a volume market share of 72.7%. Balms market share at 56.9% gained by 140bps. BoroPlus Antiseptic cream and Fair and Handsome maintained their market leadership with market shares at 81.0% and 64.0% respectively.

During FY15, Navratna Cool Oil gained 930 bps with our volume market shares at 67.4%. Balms market share at 56.7% gained by 70 bps. BoroPlus Antiseptic Cream and Fair and Handsome maintained their market leadership with market shares at 80.7% and 64.8% respectively

International business continued to grow strongly by 48% during the quarter. The growth was led by SAARC, GCC and CIS countries. For the financial year, International Business grew by 43.5%. While BoroPlus is the #1 Antiseptic Cream brand in Russia, Ukraine & Nepal, Navratna Oil and Fair & Handsome also enjoy leadership positions in UAE, KSA and Bangladesh. All the brands further strengthened their market shares in these countries during the quarter.

With increased emphasis on marketing quality products improved visibility and focused execution, both the Modern Trade business and Direct Rural business continued to grow at a healthy pace recording double digit growth.

Mr Mohan Goenka, Director, Emami Limited said :

"Both our domestic and international businesses have done extremely well during this quarter, bettering industry average. Despite a challenging & increasing competitive environment added with a short lived winter, we were able to efficiently manage the external challenges to post a very healthy and strong result. Consumer sentiment and demand for our products continued to be strong both in modern and general trade. Improved stock availability and further strengthening market penetration helped us to achieve good growth. Our new launches too continued to receive encouraging consumer response to significantly contribute in generating revenues. Our international business has continued to perform extremely well to record a 48% growth."

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Mr Harsha V Agarwal, Director, Emami Limited said, "Our consistent performance and robust business model have helped us to deliver yet 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. Despite unseasonal rains during the quarter, the demand in the rural market remained strong for us to achieve good growth. Notwithstanding political issues in Bangladesh and Russia, secondary sales of our International business grew by 25% during the year in focus countries, powered by 29% growth in GCC compared to FY14. Our Healthcare Division also continues to perform strongly with Zandu Panchrishta, Vigorex & Nityam Tablet leading the growth."

ACQUISITION:

Fravin : 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.

She *Comfort* : Acquired **She *Comfort*** brand from Royal Hygiene Care Pvt Ltd and forayed into 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.

MARKETING :

- **He Deodorant** in 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 superstar **Hrithik Roshan** as the brand ambassador for both Fair & Handsome Instant Face wash and 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
- Launched **Navratna Cool Talc *'Orangy Blast'*** with **Shruti Haasan** as the celebrity brand endorser.
- 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".

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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, Shruti Haasan, 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.

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 112 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 32 lakh 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, Kareena Kapoor Khan, Bipasha Basu, Kangana Ranaut, Sonakshi Sinha, Hrithik Roshan, Yami Gautam, Shruti Haasan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others

With a market cap of over `20,000 crores, Emami Ltd is the flagship Company of ` 10,000+ cr diversified Emami Group.

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

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