Year: 2012-13

Turnover: Rs. 1699cr
Net Profit: Rs. 315cr

One of the fastest homegrown FMCG Company in India with a 24% 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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Brand Ambassadors- Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor, Bipasha Basu ,Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwag, Chiranjeevi, Surya, Jr. NTR, Govinda among others

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

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Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founding fathers of Emami Group as 84th Richest Persons in India

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

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

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

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Won the IMC Ramakrishna Bajaj National Quality Award 2012 for performance Manufacturing category

Emami Q2FY14 Turnover and PAT grows by 12.8% and 35.1%
First half Turnover and PAT grows by 13.0% and 32.9%

HIGHLIGHTS (CONSOLIDATED)

- **12.8% growth in Net Sales at Rs. 407cr** during the second quarter. Growth in the first half is 13.0% with sales at Rs. 790cr
- **EBIDTA at Rs. 87cr grew by 36.3%** during the quarter. EBIDTA at Rs. 147cr grew by 32.7% in the first half of the year
- **PAT at Rs. 80cr grew by 35.1%** during the quarter. It grew by 32.9% for the first half with profits at Rs. 141cr
- Relaunched **Fair and Handsome** with Improved formulation ; new packaging and new TV commercial with aggressive 360 degree marketing campaign
- Launched anti-pollution **Face wash** range under its '**Boroplus**' brand in order to strengthen its position in the fast growing face wash market

Kolkata, October 23, 2013 : The Board of Directors of Emami Limited met on Wednesday, October 23, 2013 to consider unaudited financial results of the company for the second quarter and half year ended September 30, 2013.

The second quarter FY 14 witnessed a growth of 12.8% in the turnover at Rs 407 crores, while EBIDTA at Rs 87 crores grew by 36.3% and PAT at Rs. 80 crores grew by 35.1% respectively over the corresponding quarter in previous year.

For the first half of the year, turnover at Rs. 790 crores grew by 13%, EBIDTA at Rs. 147 crores grew by 32.7% and PAT at Rs. 141 crores grew by 32.9% respectively over the corresponding period in previous year.

Considering moderation in the growth of FMCG sector, Emami has achieved a satisfactory topline growth. The company has continued to successfully strengthen it's market share in most of the categories it is present.

International Business has also performed well in the quarter with 27% topline growth led by aggressive growth in GCC and SAARC.

Easing of Input prices coupled with strong cost optimization measures have resulted in margin expansion helping deliver 36.3% EBIDTA growth.

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Mr Mohan Goenka, Director added:

"In spite of the macro environment being fairly weak for the FMCG industry as a whole, Emami Ltd has sustained a satisfactory growth pattern during this quarter, more or less similar to the last one. Strong performance by our power brands in key categories helped us to meet the challenges in the operating environment and register a topline growth of around 13%. A good monsoon has also given a strong impetus to the rural consumer demand thus ensuring a relatively optimistic growth in the domestic market.

Consumer sentiment and demand for our products continued to be good and robust both in urban & rural trade. We sustained our sales momentum through a strong focus on internal optimization & effective cost management. Easing of the input price pressure, especially for the agro based materials like mentha oil led to a positive impact and margin expansion. International Business has also performed well led by aggressive growth in GCC and SAARC countries."

MARKETING

- Repositioned the BoroPlus brand portfolio in a new avatar powered by an internationally tested R&D innovation—Nature Shield ComplexTM
- Launched all new **BoroPlus Facewash range with Anti-Pollution** as a lead variant and **BoroPlus Advanced Moisturizing Lotion with Grapes and Oil**.
- Roped in Bollywood diva Bipasha Basu to endorse BoroPlus Anti-Pollution Facewash.
- Relaunched **Fair and Handsome** with Improved formulation ; new packaging and new TV commercial with aggressive 360 degree marketing campaign

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, 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 3500 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

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Emami has maintained a CAGR turnover of 24% 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, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

With a market cap of over Rs.10,000 crores, Emami Ltd is the flagship Company of Rs.6000 cr diversified Emami Group.

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

For further information, please contact:

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