

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

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, Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwal, Chiranjeevi, Surya, Jr. NTR, 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 founding fathers of Emami Group as 84th Richest Persons in India List

ranked 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

Emami Q3FY14 Turnover and PAT grows by 6.6% and 31.1% Nine month Turnover and PAT grows by 10.2% and 32.0%

HIGHLIGHTS (CONSOLIDATED)

- ❖ **6.6% growth in Net Sales at Rs. 585cr** during the third quarter. Growth in the first nine months is 10.2% with sales at Rs. 1375cr
- ❖ **EBIDTA at Rs. 177cr grew by 29.1%** during the quarter. EBIDTA at Rs. 323cr grew by 30.7% in the first nine months of the year
- ❖ **PAT at Rs. 151cr grew by 31.1%** during the quarter. It grew by 32.0% for the first nine months with profits at Rs. 291cr
- ❖ **Interim Dividend @ 300%**, i.e., Rs. 3/- per share announced by the Board

Kolkata, January 20, 2014 : The Board of Directors of Emami Limited met on Monday, January 20, 2014 to consider unaudited financial results of the company for the third quarter and nine Months ended December 31, 2013.

The third quarter of FY14 witnessed a growth of 6.6% in the turnover at Rs. 585 crores, while EBIDTA at Rs. 177 crores grew by 29.1% and PAT at Rs. 151 crores grew by 31.1% respectively over the corresponding quarter in the previous year.

For the first nine months of the year, turnover at Rs. 1375 crores grew by 10.2%, EBIDTA at Rs. 323 crores grew by 30.7% and PAT at Rs. 291 crores grew by 32.0% respectively over the corresponding period in the previous year.

Unfavourable season and moderation in the growth of FMCG sector has led to this low growth of 6.6% in the topline. However, the company continues to successfully strengthen its market share in most of the categories it is present.

International Business has performed well in the quarter with 37% 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 29.1% EBIDTA growth.

Mr Mohan Goenka, Director added:

“Despite depressed market conditions due to sluggish economy, high inflation and erratic weather, Emami has been able to sustain modest growth. While demand for our products



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is good leading to continuous increase in market shares in key categories, delayed and erratic winter has affected off-takes in the quarter. International business has performed well with aggressive growth in GCC and SAARC countries. Effective cost management and easing of input prices has helped improve margins and report higher profits..”

MARKETING

- Repositioned the BoroPlus brand portfolio in a new avatar powered by an internationally tested R&D innovation—Nature Shield Complex™
- 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.
- Roped in Living Legend and world renowned athlete, Padma Shri **Milkha Singh** to endorse **Zandu Kesari Jivan**.
- Relunched **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.

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.

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