



Year: 2011-12

Turnover: Rs. 1454cr
Net Profit: Rs. 259cr

One of the fastest homegrown FMCG Company in India with a 23% 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, Jt NTR, Govinda among others

Covers more than 30 lac retail outlets across India through 2500 distributors

Forbes Asia, ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founding fathers of Emami Group as 76th 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) PR1+ (highest rating) for short-term borrowings, signifying highest safety; upgraded to AA+ for long-term borrowings

Won the National Award in Technology Innovation under the category of Emerging Packaging Technologies

Emami Q1FY13 Turnover and EBITDA grows by 14.1% and 14.0%

HIGHLIGHTS

- ❖ **14.1% growth in Net Sales at Rs. 339cr** during the first quarter.
- ❖ **Domestic sales at Rs. 299 cr grew by 22.2%**
- ❖ **EBITDA at Rs. 46cr grew by 14.0%** during the quarter.
- ❖ **PAT at Rs. 47 cr grew by 12.3%** during the quarter.
- ❖ **800% Dividend** (including 400% special Dividend) being approved at the AGM to be held today

Kolkata, August 8, 2012 : The Board of Directors of Emami Limited met on Wednesday, August 8, 2012 to consider unaudited financial results of the company for the quarter ended June 30, 2012.

While consolidated turnover at Rs. 339 crores in the first quarter grew by 14.1%, consolidated EBITDA at Rs. 46 crores grew by 14.0% over the corresponding quarter in previous year.

The quarter witnessed good summer season and as a result our summer Brands performed exceptionally well leading to a growth of 22.2% in our Domestic business. Navratna Oil, Navratna Cool Talcum Powder and Boroplus Prickly Heat Powder grew aggressively during the quarter. Other Brands like Boroplus Antiseptic cream, Zandu and Menthoplus Balm also grew satisfactorily.

Healthcare Division comprising of the OTC, ethical and generic products performed credibly in the quarter, registering strong growth.

Mr Mohan Goenka - Director added :

“Emami has recorded substantial profitable growth from its power brands like Navratna Oil, Boroplus Antiseptic Cream, Zandu and Menthoplus Balm. Navratna Cool Talcum Powder and Prickly Heat Powder also registered strong growth aided by strong summer season. We have sustained our sales momentum, at a time when input costs and inflationary pressures were high. Continued growth in urban demand and rapid expansion in rural areas have helped the Company to maintain double-digit top-line growth. Consumer sentiment has been good and demand for our products continue to be robust”

Manufacturing units at Bangladesh & Egypt:

Manufacturing units are being established at Bangladesh and Egypt to cater to growing demand in Bangladesh, Egypt and other African markets .

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MARKETING :

Launched aggressive marketing campaigns :

- 'Akhaara' & 'Umbrella' TV campaigns with Shah Rukh Khan for Fair and Handsome
- Zandu Balm new TVC with Malaika Arora Khan, Suriya and Jr. NTR

Further, thrust has been put on increasing rural distribution and penetration under project "Swadesh".

We relaunched 'Fast Relief Super Fast Cheetah Formula' with improved formulation and new packaging. We have signed 5 sports celebrities – Gautam Gambhir, Saina Naihwal, Vijendra Singh, Sushil Kumar and Mery Kom to endorse the Brand.

CELEBRITY ENDORSEMENTS :

Celebrities like **Amitabh Bachchan, Shah Rukh Khan, Kareena Kapur, Madhuri Dixit, Sunny Deol, Mumbai Indians** comprising **Sachin Tendulkar, Harbhajan Singh and Zaheer Khan, M.S. Dhoni, Virendra Sehwal, Saurav Ganguly, Chiranjeevi, Mahesh Babu, Rajpal Yadav** etc. have endorsed Emami products from time to time. **Megastar Junior NTR and Malaika Arora Khan have also been recently inducted as our Brand Ambassadors.**

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

For further information, please contact :

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