

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

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 2012 for performance Manufacturing category

## Emami Q1FY14 Turnover and PAT grows by 13.2% and 30.2%

### HIGHLIGHTS (CONSOLIDATED)

- ❖ **13.2% growth in Net Sales at Rs. 384cr** during the first quarter.
- ❖ **EBIDTA at Rs. 59cr grew by 27.9%** during the quarter.
- ❖ **PAT at Rs. 61cr grew by 30.2%** during the quarter.
- ❖ Bonus shares issued to shareholders in the ratio of 1 equity share against every 2 equity shares held by shareholder
- ❖ Dividend @ 800% i.e. Rs. 8/- per share resulting in dividend payout of 45% approved by the Shareholders

**Kolkata, August 7, 2013** : The Board of Directors of Emami Limited met on Wednesday, August 7, 2013 to consider audited financial results of the company for the first quarter ended June 30, 2013.

While turnover at Rs. 384 crores in the first quarter grew by 13.2%, EBIDTA at Rs. 59 crores grew by 27.9% and PAT at Rs. 61 crores grew by 30.2% respectively over the corresponding quarter in previous year.

Domestic business has been growing at a robust pace. However, the early monsoon in June this year impacted the growth of summer brands which contribute bulk of revenues in the first quarter. The domestic business thus grew at a lower rate of 12%.

International business, however grew at 25%.

With aggressive marketing campaigns Navratna Oil market share increased around 150bps YoY to 57% during the quarter on a yoy basis. Navranta Cool Talc also increased its market share by 520bps to 23%.

With increased emphasis, improved visibility and focused execution, the Modern Trade business has registered a strong growth of 50% during the quarter. The direct rural business has also shown a strong growth of 19% which is now contributing around 26% of the total revenues.

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**Mr Mohan Goenka, Director added:**

“Emami Ltd’s performance has been reasonably good this quarter in the domestic market inspite of onset of early monsoon. Strong performance by all our power brands in key categories helped us to meet the challenges in the operating environment and register a 13-14% top line growth. Consumer sentiment and demand for our products continued to be good and robust both in modern and general trade. CSD sales off-take has also been good this quarter.”

He further said “Adoption of correctional measures and some definite consolidation led to considerable improvement in our International business. 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 led to a positive impact and margin expansion.”

**MARKETING :**

- Relunched Fair & Handsome with new packaging, improved formulation and aggressive 360% marketing campaign.

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, Kareena Kapoor, Madhuri Dixit, Bipasha Basu, Sunny Deol, Junior NTR, Malaika Arora Khan, Chiranjeevi, Mahesh Babu, Rajpal Yadav** etc. and Sporting personalities comprising **Sachin Tendulkar, M.S. Dhoni, Virendra Sehwal, Saurav Ganguly, Harbhajan Singh, Zaheer Khan, Saina Nehwal, Mary Kom, Sushil Kumar** 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.

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