

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, Jr. NTR, Govinda among others

Covers more than 30 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 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) 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 Q3FY13 Turnover and PAT grows by 21.3% and 21.6%

### HIGHLIGHTS (CONSOLIDATED)

- ❖ **21.3% growth in Net Sales at Rs. 549cr** during the third quarter. Growth in the first nine months is 18.3% with net sales at Rs. 1248cr
- ❖ **Domestic sales at Rs. 465cr grew by 21.7%.** Growth in the nine months is 21.9% with sales at Rs. 1063cr
- ❖ **International business revenues at Rs. 48cr grew by 25.0%.**
- ❖ **PAT at Rs. 115cr grew by 21.6%** during the quarter. PAT at Rs. 221cr grew by 18.3% in the first nine months of the year

**Kolkata, February 8, 2013** : The Board of Directors of Emami Limited met on Friday, February 8, 2013 to consider unaudited financial results of the company for the quarter and nine months ended December 31, 2012.

While turnover at Rs. 549 crores in the third quarter grew robustly at 21.3%, EBITDA at Rs. 137 crores grew by 16.2% and PAT at Rs. 115 crores grew by 21.6% respectively over the corresponding quarter in previous year.

For the first nine months of the year, turnover at Rs. 1248 crores grew by 18.3%; EBITDA at Rs. 247 crores grew by 15.3% and PAT at Rs. 221 crores grew by 18.3% respectively.

Domestic business continued its robust growth in the third quarter also. It grew by 21.7% with revenues at Rs. 465 cr. The growth was led by Boroplus Antiseptic cream aided by good winter season. Other Power Brands viz. Navranta, Zandu and Fair & Handsome also grew in line with expectations. Healthcare Division comprising of the OTC, ethical and generic products also registered strong growth.

With aggressive marketing campaigns Navratna Oil market share increased around 300bps yoy to 58% during the nine months. Boroplus Antiseptic cream market share at 78% gained around 270bps yoy this quarter.

Investment made for increasing organised coverage and distribution is continuing to yield positive results. The direct retail reach grew by 20%.

With increased emphasis, improved visibility and focused execution, the Modern Trade business has registered a strong growth of 50% in the quarter over last year same period. The direct rural business has also shown a strong growth of 31% during the third quarter which is now contributing around 25% of the total revenues.



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International business at Rs. 48 crores grew by 25% in the third quarter with Bangladesh contributing aggressive growth in the same. **Emami's first overseas manufacturing facility started operations in Bangladesh in this quarter.**

**Mr Naresh H Bhansali, CEO – Finance, Strategy & Business Development** added:

“We have delivered another quarter of strong volume-driven growth across all the key categories with equally strong margins. All our power brands have been reporting strong and consistent performance despite various challenges of the macro-economic environment and input price pressures. Consumer sentiment in both the rural and the urban sector continued to be positive. With winter setting in early this year, consumer demand has been strong during this quarter which helped in maintaining a robust top-line growth. With a sustained sales momentum, judicious price increases and effective cost management initiatives, we have been able to moderate the impact of high input costs and inflationary pressures. For the next quarter, our focus will be on pursuing similar aggressive and profitable growth strategy.”

#### **MARKETING :**

- Relunched pain relieving ointment 'Fast Relief' with improved Super Fast *Cheetah* formula with 5 sports celebrities : Gautam Gambhir, Saina Nehwal, Mery Kom, Sushil Kumar & Vijendra Singh
- New 'Suraksha Chakra' TVC campaign for Zandu Balm rolled out
- Vasocare Lip Moisturizer with advanced formulae was launched along with aggressive campaign for the entire Vasocare range

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

#### **CELEBRITY ENDORSEMENTS :**

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

**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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