

Year: 2013-14

Turnover: Rs. 1821cr

Net Profit: Rs. 402cr

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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

Brand Ambassadors- Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwa, Chiranjeevi, Surya, Jr. NTR, Yami Gautam, 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 founders of Emami Group as 82th 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.

EMAMI ACHIEVES RECORD GROWTH OF 25.6 % DURING Q1 OF FY 2014-15

HIGHLIGHTS (CONSOLIDATED)

- ❖ 25.6% growth in Net Sales at Rs. 482 cr during the first quarter
- ❖ Records highest growth in the last fifteen quarters
- ❖ EBIDTA at Rs. 75 cr grew by 26.7% during the quarter
- ❖ International Business grew by 104.4% during the quarter
- ❖ Acquired 'She Comfort' brand during the quarter

Kolkata, August 9, 2014: The Board of Directors of Emami Limited met on Saturday, August 9, 2014 to consider unaudited financial results of the company for the first quarter ended June 30, 2014.

While turnover at Rs. 482 crores in the first quarter grew by 25.6%, EBIDTA at Rs. 75 crores grew by 26.7% and PAT at Rs 71 crores grew by 16.7% respectively over the corresponding quarter in previous year.

Domestic business in the first quarter grew at a robust pace with an excellent topline growth of 19.7%, the highest growth recorded in the last fifteen quarters. Favourable weather and a good summer coupled with robust performance of the Power Brands attributed to the excellent topline growth. New launches such as '**HE**' Deodorant, Fair and Handsome Instant Fairness Facewash, Emami 7 Oils in One Damage Control Hair Oil and Zandu Balm Ultra Power were active contributors to the growth during the first quarter. The company also scaled up its spend significantly on both advertisement and brand building during the quarter to aggressively market its products. Despite the high increase in spends, the Company's EBIDTA during the quarter rose by 26.7%, bettering industry average.

Aggressive marketing campaigns, both ATL & BTL delivered rich dividends in terms of growth of most of our Power Brands. Navratna Oil, Navratna Cool Talcum Powder, Zandu Balm, Mentho Plus Balm, Fair & Handsome and Zandu HCD Range grew in healthy double digits.

As per AC Nielsen data, the company gained market shares across key categories this quarter. Navratna Cooling Oil has gained 522 bps with our value market shares at 61.3%. With 63.9% market share, Fair & Handsome has gained 767bps market share. Boroplus Antiseptic cream maintained its leadership at 77.1%. Balms market share also improved to 60.3%.

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International business grew over 100% during the quarter doubling the sales achieved against the corresponding quarter in FY14. All the focused countries, including Bangladesh, where we have our own plant, performed exceedingly well. Kingdom of Saudi Arabia and Oman in the Middle East, Kenya & Uganda in Africa and Russia amongst the CIS countries were star performers. All our Power Brands eg. Navratna, Fair and Handsome, BoroPlus Antiseptic Cream, Zandu & Mentho Plus balms were rich contributors to our performance in the international market.

With increased emphasis, improved visibility and focused execution, the Modern Trade business and Direct Rural business grew robustly in double digits.

Mr Mohan Goenka, Director, Emami Limited added:

“The Company has performed extremely well during this quarter both in the domestic and the international market especially in an environment which has been threatened by various challenges like economic slowdown and inflation. The quarter growth has been the highest in the last fifteen quarters, bettering industry average. Strong performance by all our power brands in key categories helped us to meet the challenges in the operating environment and register a 25.6% top line growth. Consumer sentiment and demand for our products continued to be good and robust both in modern and general trade. All our new launches have received encouraging consumer response and have started making significant contribution in generating revenues.”

He further said “Our international business has also recorded a good growth this quarter doubling the revenues during this quarter. Adoption of correctional measures, some definite consolidation in our international business and robust performance by all our power brands led to this considerable improvement. We sustained our sales momentum through a strong focus on internal optimization & effective cost management. Judicious price hikes and easing of the input price pressure, especially for the agro based materials led to a positive impact and margin expansion.”

MARKETING :

- Launched **HE Deodorant** with 6 variants of world class fragrances in international packaging. Differentiated positioning of ‘Be Interesting’ of the brand was aggressively marketed through traditional ATL & BTL campaigns backed by strong digital communication.
- Roped in Bollywood superhero **Hrithik Roshan** as the brand ambassador for HE deodorant
- Launched **Emami 7 Oils in One Damage Control Hair Oil** with brand ambassador Yami Gautam

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- Launched **Zandu Balm Ultra Power**, the first brand extension of the power brand Zandu Balm

- Acquired **She Comfort** brand from Royal Hygiene Care Pvt Ltd and forayed into the feminine hygiene category. The acquisition of **She Comfort** offers synergy with the company's existing business in line with the company's strategy to strengthen presence significantly in the personal & healthcare segment.

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

HUMAN RESOURCE : In an endeavour to scale up the business, the company adopted a conscious strategy to professionalise the organization and create a strong line of leadership that would help Emami to graduate to the next big league. Strategic hiring of a number of senior level professionals and eminent consultants with rich MNC experience across various functions was done to manage a growing business.

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 3000 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 19% 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, Sonakshi Sinha, Hrithik Roshan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others

With a market cap of approx Rs.12,000 crores, Emami Ltd is the flagship Company of Rs.7000+ cr diversified Emami Group.

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

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