

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 Sehwaag, 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 IMPRESSIVE GROWTH OF 20.4% DURING Q2 OF FY 2014-15

Witnesses strong growth in both domestic and core international market

HIGHLIGHTS (CONSOLIDATED)

- ❖ **20.4% growth in Net Sales at Rs. 490cr** during the second quarter. Growth in the first half is 22.9% with sales at Rs. 971cr
- ❖ **EBIDTA at Rs. 113cr grew by 29.6%** during the quarter. EBIDTA at Rs. 188cr grew by 28.4% in the first half of the year
- ❖ **PAT at Rs. 93cr grew by 16.0%** during the quarter. It grew by 16.3% for the first half with profits at Rs. 164cr
- ❖ **Interim Dividend @ 400%**, i.e. Rs 4/- per share paid during the quarter.

Kolkata, October 29, 2014: The Board of Directors of Emami Limited met on Wednesday, October 29, 2014 to consider unaudited financial results of the company for the second quarter & half year ended September 30, 2014.

While turnover at Rs. 490 crores in the second quarter grew by 20.4%, EBIDTA at Rs. 113 crores grew by 29.6% and PAT at Rs 93 crores grew by 16.0% respectively over the corresponding quarter in previous year.

For the first half of the year, turnover at Rs. 971 crores grew by 22.9%, EBIDTA at Rs. 188 crores grew by 28.4% and PAT at Rs 164 crores grew by 16.3% respectively over the corresponding half year in previous year.

Domestic business in the second quarter grew at a robust pace with a strong topline growth of 18.4%. A good summer coupled with robust performance of the Power Brands and new launches attributed to this 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** continued to be active contributors to the growth during this quarter. The company continued to spend considerably on both advertisement and brand building during the quarter to market its products aggressively. Despite the high increase in spends, the Company's EBIDTA during the quarter rose by 29.6%, bettering industry average.

Most of our Power brands witnessed handsome growth as a result of aggressive marketing efforts. Strategic communication through both ATL and BTL activities impacted the revenue growth chart positively. **Navratna Oil and Cool Talcum**

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Powder, Zandu Balm, Mentho Plus Balm, Fair & Handsome and Zandu HCD Range grew in healthy double digits.

As per AC Nielsen data, the company market shares across key categories continued to grow this quarter. **Navratna Cooling Oil gained 940 bps with a volume market shares at 67.6%. With a market share of 56.9%, Balms portfolio gained by 70bps. Fair & Handsome gained 40bps market share with a 65.2% market share.**

International business also continued to grow strongly by 33% during the quarter against the corresponding quarter in FY14. The growth was led by Bangladesh & neighbouring SAARC countries, and CIS countries. For the first half of the year, International Business grew by around 57%.

With increased emphasis, improved visibility and focused execution, both our Modern Trade business and Direct Rural business continued to witness robust growth in double digits.

Mr Mohan Goenka, Director, Emami Limited said:

“The Company has performed remarkably well during the quarter in both domestic and international market. Strong performances by our power brands in key categories ensured a healthy topline growth of 20.4% despite the market facing low growth across categories. Our international business continues to grow from strength to strength. Adoption of correctional measures, some definite consolidation in our international business and robust performance by all our power brands led to this robust growth. In domestic market, both modern and general trade have continued to respond to positive consumer sentiments.”

Mr Harsha V Agarwal, Director, Emami Limited said “Our new launches, including HE Deo, have been received extremely well by our consumers which is positively encouraging. The products have started making significant contribution in generating revenues. We have very recently rolled out SHE Comfort brand of Sanitary Napkin on an all India basis and are encouraged by the initial market response. Sanitary Napkin is a low penetrated category and we see a huge potential for growth of our brand. Our Health Care Division has also achieved good growth. We plan to launch many new products in near future from the Zandu stable and will continue to invest in growing our existing portfolio.”

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

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- Launched **Emami 7 Oils in One Damage Control Hair Oil** with brand ambassador Yami Gautam

- 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, Chiranjevi, 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, 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 over Rs.17,000 crores, Emami Ltd is the flagship Company of Rs.8000+ cr diversified Emami Group.

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

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