

News monitored for: Emami Group

Started Q2 on positive note: Emami chief

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FMCG company Emami Ltd has fast-tracked the launch of its hygiene range under Boroplus and other immunity boosting products under Zandu, which includes AYUSH Kwath Powder and single herbs range.

Emami launched many e-commerce-specific products in the immunity boosting category, Chairman RS Agarwal said in his address to shareholders at the company's 37th AGM. Discretionary items are also on a "recovery track", he said.

The company has "retained the growth momentum achieved in June" and has started off Q2 FY21 on a "very positive note", he added.

"As the lockdowns and social distancing norms impacted the traditional channels of distribution, especially in April and May, the e-commerce channel doubled its revenues during the quarter in domestic business," Agarwal further said.