

## Emami targets Rs 5,000-crore turnover in 5 yrs

**feBureau**

Kolkata, Dec 31: Kolkata-based fast moving consumer goods company, Emami Ltd, is looking forward to achieve a turnover of Rs 5,000 crore in the next five years as it plans portfolio expansion. "We will make it Rs 5,000 crore in five years. In the current fiscal (2009-10), we will touch Rs.1,000 crore," R S Agarwal, chairman of Emami Ltd, said. According to him, the company will grow by 20-25% every year.

While ayurvedic division of the company will get more thrust, Emami might also look at launching a new product line in the ayurvedic section, developing separate brand and brand extension. "We are coming out in a big way in the ayurvedic division. We will also give more focus on herbal cosmetic and toiletries," Agarwal said.

On one hand, the company is depending on the marketing and sales division to achieve the target. It is revamping the marketing team in a "big way", he said.

Apart from that, Emami's acquisition of majority stake in Zandu Pharmaceutical in November last year will also help it to reach the Rs.5,000 crore target.

Talking to reporters on the sidelines of the company's 26th annual general meeting, Agarwal said Emami Paper Mills Ltd, a group company, is looking at possible acquisitions in India as well as abroad.