

Emami targets 25% sales growth for Zandu

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FMCG major Emami is looking at 25 per cent growth for its Rs 200 crore Zandu brand, led by new marketing campaigns and launch of new products.

Zandu is now under Emami's fold following the latter's acquisition of Zandu Pharmaceutical and the subsequent business restructuring between the two companies in 2009.

Harsh Agarwal, director, Emami, said, "We are looking at strengthening the ayurvedic equity of Zandu. Also, we are looking at introducing over-the-counter drugs under Zandu."

"Zandu balm is one of the leading and focussed products in the Zandu portfolio. Currently the balm contributes around 70 per cent to Zandu's overall turnover," Agarwal added.

Emami has signed cricketers Virender Sehwag, Amit Mishra and Dinesh Karthik as brand ambassadors to promote its Zandu Balm brand. The company has



(From left) Manish Goenka, Harsh Agarwal, directors, Emami Group, Dinesh Karthik, Virender Sehwag, Amit Mishra, cricketers, Mohan Goenka and Aditya Agarwal, directors, Emami Group, at the promotion of Emami's Zandu Balm brand, in Kolkata on Wednesday

PHOTO: SUBRATA MAJUMDER

inked a two-year contract with them to endorse Zandu Balm.

Mohan Goenka, director, Emami, said "Cricket is worshiped in

India. We intend to popularise Zandu Balm brand among the

youth and make it a symbol of best reliver of pain and strain."