

Emami all set to unveil Rs 5,500-cr investment plan

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KOLKATA

KOLKATA's leading corporate house, the Rs 2,000-crore Emami group, is poised to unveil a Rs 5,500-crore investment plan for its flagship Emami and group companies. The move is in sync with its plans to become a Rs 6,000-crore group over the next two years.

The group, promoted jointly by R S Agarwal and R S Goenka, joint chairmen of the Emami group, have worked out a detailed investment strategy for group companies. In step with that, the group has earmarked Rs 1,600 crore each for Emami and Emami Biotech, around Rs 700 crore for Emami Paper Mills, around Rs 1,000 crore for Emami Realty and about Rs 600 crore for other group companies including AMRI and Frank Ross.

Incidentally, a mix of debt and internal accruals will be used to finance the projects.

"Following the merger of Zandu Pharmaceutical Works with Emami, we intend to relaunch the Zandu products as well as launch new products in the hair and the skincare segment to boost earnings. These initiatives along with our attempt to streamline the operation of the two companies post merger will require a lot of investment," Mr R S

Agarwal told ET.

Similarly, the group plans for Emami Biotech will entail investments in brand building exercise. The Rs 1,600 crore outlay for the company includes expansion of the existing Haldia unit, apart from the recently announced plans to set up two greenfield edible and non edible oil refineries in India as well

as take up plantation of bio fuel crops (jatropha) and other edible & non edible oil seeds in Ethiopia.

According to R S Goenka, Emami Paper Mills is looking to enhance the writing, printing, newsprint and coated papers capacity of the Balasore unit (Orissa) by one lakh tonne per annum to 2,50,000 tonnes per annum over the next two years for an estimated investment of Rs 700 crore. The proposed Rs 2,200 crore greenfield Midnapore project may take at least six years to complete.

Emami Realty too has ambitious plans with the company planning to develop at least two resi-

dential projects in Hyderabad, one in Coimbatore, one in Mumbai and more than one in Kolkata. Plans for AMRI chain of hospitals include a 300-bed hospital in Bhubaneswar, a 300-bed women and child hospital in Kolkata and expansion of the existing Dhakuria and Salt Lake hospitals by 7 beds each, respectively.

MONEY PLAY



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