

Emami forays into baby care market

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Emami Limited, a subsidiary of Rs 2,000 crore Emami Group, has forayed into the Rs 550 crore baby care market under the Healthy and Fair brand. The company is looking to garner Rs 100-120 crore from this vertical in the next 3-4 years. The company has chosen Karnataka for its maiden rollout as the state contributes 9% to the firm's coffers.

The products will be launched in three phases — oil, soaps and talcum powder will be rolled out in the first phase followed by creams, lotions and shampoos. The final leg will see the launch of OTC (over the counter) products like repellents. The new offerings will be priced 35% lesser than its competitors. The company's



director Aditya V Agarwal said, "The baby care market has a huge potential if marketed well and priced correctly. We are planning to add more products to our portfolio in the coming months."

The baby care product market in India is dominated by Johnson&Johnson which enjoys 80% market share. s_devina@dnaindia.net