

Emami logs 94% jump in Q3 PAT

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EMAMI, the FMCG flagship of the over Rs 2,000 crore diversified Emami group has notched up a consolidated turnover at Rs 350 crore for the third quarter, up 30.3 per cent (including inorganic growth of 6.5 per cent).

The consolidated EBIDTA and PAT of the company have gone up by 90 per cent and 93.9 per cent, respectively, during the period at Rs 106 crore and Rs 78 crore, respectively.

These financials, according to its official spokesperson, were driven by substantial growth of its power brands like Fair and Handsome, Navratna Oil, Boroplus Antiseptic Cream, Zandu and Menthoplus Balm, among other products. The new products like Navratna Extra Thanda Oil, Navratna Cool Talc, and Malai Kesar Cold Cream also grew handsomely during the quarter.

The two other factors fuelling speedy growth included rejuvenation of Zandu Balm under new anti-spurious innovative packaging and the launch of new advertisement campaign with "Mumbai Indians", the



BRAND POWER: Earnings were driven by growth of power brands like Fair and Handsome and Navratna Oil, among others

spokesperson said.

Besides, the institutional sales grew 58 per cent to reach Rs 33 crore at the end of the third quarter. The consolidated turnover of the company for the nine months ended December 31 moved up 43.1 per cent (including inorganic growth of 18.7 per cent) to reach Rs 747 crore and the consolidated EBIDTA grew by 134.9 per cent to reach Rs

195 crore (including inorganic growth of 51.5 per cent). Despite increase in interest expenses by Rs. 20 crore, the PAT during this period also went up by 101.8 per cent to stand at Rs 130 crore.

EMAMI/BSE Rs 520.05 ▲

NSE Rs 520.75 ▲

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