

Emami improves bottom line riding on power brands

Records 44 per cent higher PAT at Rs 39 crore in Q4

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EMAMI notched up a 44 per cent higher PAT and 20 per cent higher consolidated turnover consolidated in Q4 (January-March 2010), riding on substantial growth of some of its power brands and significant rise in its international business.

"Emami has recorded substantial growth from its power brands like Fair And Handsome, Boroplus Anti-septic Cream, Navratna Oil, Zandu and Mentho-plus balms and other products. New products that grew handsomely during the year include Navratna Cool Talc, Navratna Extra Thanda Oil, Boroplus Body Lotion and Malai Kesar Cold Cream," the Emami spokesperson said.

"Zandu Balm has also been rejuvenated with a new anti-spurious packaging and supported by an ad campaign," he added. The Emami spokesperson said that revenues from international business had grown 43.9 per cent to reach Rs 45



FAIR POWER: File photo of Emami's Fair And Handsome brand on sale at Big Bazaar in Mumbai. Emami has recorded substantial growth from brands like Boroplus, Navratna Oil and Zandu balm

crore in Q4. During the whole year it had grown 36 per cent with exports touching Rs 133 crore.

"Growth is coming from all quarters - West Asia, CIS countries, SAARC countries and Africa. While the development of new products and markets continues, the thrust is on increasing distribution and penetration in existing markets and develop global brands. Boroplus is the largest selling antiseptic

cream not only in India but also in Ukraine, Russia and Nepal. Emami is the No. 1 men's face care brand in the UAE, Gulf countries and Saudi Arabia," he said.

During the period, Emami successfully test marketed a baby products range Healthy & Fair and Emami 5-in-1 Shampoo. The company also rolled out its Pure Glycerine Soap and Vaso-care petroleum jelly.

The company's consoli-

dated turnover for Q4 stood at Rs 280 crore, consolidated operating profit at Rs 53 crore and PAT at Rs 39 crore. For the year ended March 31, 2010, consolidated turnover moved up 35.8 per cent to reach Rs 1,038 crore and consolidated operating profits jumped 91 per cent to reach Rs 231 crore. PAT also zoomed 85 per cent to Rs 170 crore.

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