

Emami plans to re-enter Pak market after three years

Udit Prasanna Mukherji | TNN

Kolkata: FMCG major Emami hopes to re-enter the Pakistan market with its personal care portfolio after a three-year hiatus. It has already started talks with distributors there so that its products are available in store shelves across the border by August.

Emami director and international business head Prashant Goenka said the firm would launch Fair & Handsome, Boroplus and Navratan Oil in phases to cash in on the Rs 150-200 crore market for personal care products in Pakistan that is growing in double digits.

"We are getting good response from Pakistan. We had



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entered Pakistan in 2005 but pulled out three years back. At that time, Fair & Handsome had become an instant hit," Goenka said. "We are preparing a separate ad campaign for Pakistan featuring a Dubai-based Pakistani model that would soon be aired on a channel there." Lahore is the biggest market for per-

sonal care products in Pakistan, followed by Karachi.

"We are looking at a 75% growth in exports this fiscal. The group is now exporting to 60 countries. Our Gulf business is growing rapidly. From just \$0.5 million in 2007, we have reached \$10 million in 2009-10. This year, we are expecting a 30-40% jump," he said. Currently, overall exports of nearly Rs 150 crore make up 15% of the firm's turnover. The target is to raise the contribution of exports to 28-30% of revenue in five years and 50% in a decade.

Incidentally, Emami also plans to set up a manufacturing footprint in Africa and is on the lookout for possible acquisitions in markets like Egypt, for instance.