

# Emami now plans to revamp Zandu brands

Firm expects Rs 100 crore sales from winter care segment

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FMCG major Emami has drawn up elaborate plans to revamp some of the Zandu brands, particularly those in the winter-care segment, to push up its top-line.

Of the targetted sales turnover of Rs 500 crore, up 60 per cent from its average winter sales, Emami is expecting to notch up more than Rs 100 crore from the Zandu winter care brands alone, Aditya Agarwal, director, Emami Group told *Financial Chronicle* in Kolkata on Wednesday.

Emami had acquired controlling stakes in Zandu in October, 2008.

"This winter, Zandu brands can make a huge difference to our topline. Last year we did not have these brands. Therefore we are revamping the Zandu winter brands. A new TVC with the Mumbai Indians team has been worked out for Zandu Balm and the product is now available in



## Winter wonder

■ The Kolkata-based company, which gets Rs 750 crore from its FMCG business, has earmarked Rs 40 crore this winter on advertising and sales promotion for its winter care brands

■ New packaging is being done for Zandu Chyawanprash and Kesri Jeevan. Besides this, the company has also introduced various offers on these brands to increase sales

■ Besides Boroplus, the other major revenue earners will be MenthoPlus and Sona Chandi Chyawanprash with a sales target of Rs 80 crore and Rs 30 crore respectively

plastic bottles," Agarwal said. He said new packaging is being designed for Zandu Chyawanprash and Kesri Jeevan. Besides, the company has also introduced various offers on these brands to push up sales.

Emami has also launched Sona Chandi Spoon to make its Chyawanprash brand more customer-friendly, espe-

cially for those on the move. The product is now available across the country in 6 gm spoon packs with price tag of Rs 3.

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"Other than the Zandu brands, we have set a sales

target of about 225 crore for Boroplus, which will make it the biggest contributor to the winter sales kitty. The other major revenue earners will be MenthoPlus and Sona Chandi Chyawanprash with a sales target of Rs 80 crore and Rs 30 crore respectively," Agarwal said.

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