

Emami aims at Rs 300cr sales this summer

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FMCG company Emami on Monday said it is aiming to achieve a sales of Rs 300 crore during April to September period on the back of its summer care products.

The company also said it

would be investing around Rs 70 crore on advertising and promotional activities of its products.

"In this season we are targeting sales of Rs 300 crore, a growth of 30 per cent compared to the same period last year from our summer brands," Emami Group director AV Agarwal

The company is investing around Rs 70 crore on promotional activities

said in a statement here.

Emami's summer care products include Navratna Oil, Boroplus Prickly Heat powder among others.

On its investment plan, Agarwal said, "Emami will be investing Rs 60-70 crore on advertising and promotion for its brands."

The Rs 700 crore busi-

ness entity manufactures and markets health, beauty and personal care products that it claims are based entirely on ayurvedic formulation.

Bollywood stars Shah Rukh Khan, Amitabh Bachchan and Kareena Kapoor are brand ambassadors for company products.