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# Emami eyes double-digit international biz growth; to foray into newer markets

To focus on extending presence across geographies, says Prashant Goenka, Director

**SHOBHA ROY**

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Emami Ltd is expecting the international business to grow in double-digits this fiscal, backed by foray into newer markets and strengthening presence in some of the existing geographies.

The geopolitical tensions notwithstanding, the company's international operations grew by around 5 per cent in 2021-22, led by key geographies such as Bangladesh and Sri Lanka in SAARC. According to Prashant Goenka, Director, Emami, international



Prashant Goenka

business currently accounts for nearly 15 per cent of its total turnover, which stood at around ₹3,192 crore on a consolidated basis as on March 31, 2022.

## New strategies

"We are currently evaluating new markets with a detailed launch plans. In FY23, if market conditions remain normal, the IMD (international marketing division) expects the business to grow in double digits," Goenka told *BusinessLine*.

Emami's latest annual report (2021-22) charts some of the strategies adopted to grow its international business, which includes initiatives taken to serve global markets; researching global trends and manufacturing selectively in the global markets; acquiring global brands, thereby deepening focus on top 15 countries.

The company has localised its supply chains instead of sourcing products from India by entering into proprietary as well as third-party manufacturing arrangements in Bangladesh, Germany, Sri Lanka, Thailand, and UAE.

"There is a growing focus to extend our presence across international geographies. This extension is based on our conviction that international sales help us defray an excessive dependence on the Indian market," the report said.

A major chunk of Emami's international operations has been mostly led by its performance in Bangladesh. However, the company is now identifying a well-charted granular strategy for the MENA (Middle East & North Africa) region.

## Business diversification

"We shall continue to strive and thrive in Bangladesh. However, we recognised to rethink our international approach to enhance effectiveness, that is become relevant to consumers across diverse nationalities," Goenka said.

Emami's brands are also sought after by consumers in the Middle East, Russia, Africa, and South Asia. "The economy is expected to rebound in MENA. There is rising consumer optimism accompanied by higher spending," he said.