

## Emami to strengthen R&D capability with new Rs 12-cr centre

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KOLKATA-based FMCG firm Emami today said it is setting up a new research and development (R&D) centre as the company heads for a bigger play both in the domestic and overseas market.

The centre, spread across 30,000 square feet, is being set up at an investment of nearly Rs 12 crore in Kolkata and will be operational by August this year.

"The centre will enable the company to focus on strengthening its presence in global markets and tapping consumer habits, attitudes and newer insights for product development," a company official told PTI. Emami currently has an R&D centre, which is much smaller, the official said, adding that the firm requires an enhanced centre to support its portfolio expansion and after products from Zandu Pharmaceuticals coming under its fold.

"With regulations getting

tougher all over the world for products which offer cosmetic and functional benefit, the Centre is reinforcing the teams responsible for defending the scientific validity of our brands with both international and local authorities," the official

**AT PRESENT, INTERNATIONAL MARKET CONTRIBUTES AROUND 14 PER CENT TO ITS OVERALL SALES. IN THE LAST FOUR YEARS, ITS OVERSEAS BUSINESS HAS BEEN GROWING AT THE RATE OF 34 PER CENT**

said. The company, which sells personal and health-care care products under the brands like 'Boroplus' and 'Sona Chandi Chywanprash' among others, has been going aggressive in expanding the range of products under its existing categories. It is also in the process of enhancing the acquired brands from Zandu Pharmaceuticals.

At present, international market contributes around 14 per cent to its overall sales. In the last four years, its overseas business has been growing at the rate of 34 per cent.

The company had earlier said that it has "a strong focus on developing new products and new markets and on increasing distribution and penetration in existing markets and to initiate the development

of one global brand". At present, the firm spends around Rs 5 crore annually on research and development.