

Emami to Revive Over-the-Counter Products



Preparing for a new push

To relaunch brands with a new distribution system, packaging & marketing blitz

Emami expects renewed thrust on OTC segment will boost growth of the business by 35-40%

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FMCG major Emami will revive its over-the-counter (OTC) healthcare product by relaunching a slew of brands with a new distribution system, packaging and marketing blitz.

Some of the proposed brands are from Emami's own portfolio as well as those it acquired from Zandu such as digestive tonic Zandu Pancharish-ta, blood and skin purifier Zandu Lalima, laxative Nityam Churna, cough tonic Sardi Ja and even the popular pain reliever Zandu Balm.

"The focus on the OTC portfolio is part of a consolidation exercise which we have undertaken to

increase sales from existing brands, instead of randomly entering into newer categories," says Emami Ltd CEO (sales, supply chain and human capital) Krishna Mohan.

Emami expects the renewed thrust on the OTC segment will boost growth of the business by 35-40%. The company has decided to sell these products from modern retail, kiranas and pharmacies, which were till now largely sold only through ayurvedic drug stores.

The company has also started to channelise its marketing money on the OTC segment. It has in the last few months roped in cricket star MS Dhoni as brand ambassador for Zandu Pancharish-ta,

Virendra Sehwaig for Sardi Ja and Birju Maharaj for the entire Zandu range. "All the brands will have new marketing campaigns," says Mohan.

Emami says the OTC and healthcare brands contribute around 10% to its total revenue, which too will grow. The company last month ventured into the glucose segment under the Zandu brand, which is currently undergoing test-marketing in West Bengal and will be soon rolled out nationally.

When asked about the failed attempts to acquire the personal care business of Paras Pharma, Mohan said the company pulled out at the last moment due to valuation limits.