

Emami plans sales teams in foreign markets

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Emami Ltd plans to open offices and appoint sales teams in Bangladesh, Egypt, the UK, Africa and Dubai.

According to Mr N.H. Bhansali, chief executive officer, finance, strategy and business development, Emami, the company is currently marketing healthcare and personal care products in these markets primarily through distributors.

“Our main exposure to these markets is through distributors. We are now looking at increasing our penetration in these markets by strengthening our own infrastructure and building an efficient marketing team,” Mr Bhansali told *Business Line*.

International business currently accounts for about 13 per cent of Emami's total turnover.

“The business, which witnessed a growth of about 12.9 per cent in 2011-12, is set to grow by 25 per cent on a year-on-year basis once we put

these strategies in place,” he said. The company is in the process of setting up manufacturing units in Bangladesh and Egypt to cater to the growing demand in these markets.

The company is also in the process of restructuring its business in African markets.

“The political situation in some of the African countries and the volatile foreign currency has made marketing of low margin products in markets such as Kenya, Angola, Morocco, Algeria and Libya difficult. So we plan to go slow on sales of low margin products in these markets,” he said.

Riding on the back of higher sales from its power brands such as Navratna Oil, Zandu Balm, Fair and Handsome and Menthoplus Balm, Emami posted 31 per cent rise in consolidated net profit to Rs 72 crore for the quarter ended March 31, 2012, as compared with Rs 55 crore same period last year.

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