

## Bangladesh unit of Emami starts trial run

Special Correspondent

**KOLKATA:** FMCG company Emami has commenced trial production at its first green-field overseas venture in Bangladesh. The unit is coming up at Ghazipur in Greater Dhaka.

Commercial production will commence soon, N. Krishna Mohan, Chief Executive Officer (sales, supply chain and human capital), Emami, told *The Hindu*.

As of now, the company has begun trial production of a men's fairness cream only which is a cosmetic product. "The licence for the Ayurvedic formulations has been obtained recently, and its trial run for products such as Zandu Balm, Menthoplus, anti-septic cream Boroplus and the popular Navaratna hair oil will commence later." While the cost of the land was not known, Mr. Mohan said that an investment of Rs.20 crore had been made on the equipment. Work on this project had started a year-and-a-half ago. Around 12 per cent of Emami's annual turnover (Rs.1,500 crore in the last fiscal) comes from its international business, spread over 60 countries concentrated in the CIS (Commonwealth of Independent States), North Africa, West Asia, SAARC (South Asian Association for Regional Cooperation) and Europe.

A new unit is also proposed to be set up in Egypt to serve the North African and the Gulf region markets.