

Emami expecting 20% rise in winter sales

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Kolkata-based FMCG major Emami Ltd is expecting a 20 per cent rise in winter sales, pushed by heritage and contemporary brands.

The firm is looking at a major rise in sales powered by Boroplus, Zandu Chawanyprash, Zandu Kesari Jivan, Sona Chandi Chawanyprash and Vasocare.

"For the season, we are going aggressive in marketing

too. The total advertisement spend for the season will be around ₹90 crore, compared to ₹70 crore last year. Moreover, we are foraying into lip care category across tyhe country through Vasocare and Boroplus Face Wash will also hit the national markets," said N Krishna Mohan, chief executive officer, sales, supply chain and human capital, Emami.

The firm is giving additional thrust on Zandu Brands like Zandu Kesari Jivan and Zandu

Chywanprash, with an eye to grab a larger pie of the more than ₹350 crore Chywanprash market.

Mohan added, "The lip category is currently estimated at ₹77 crore. We hope to leverage our strong distribution network across the country comprising of 3,500 distributors and presence is over 4 million retail outlets and expand the market for this category. We expect this product range to grow across all demographic segments in the coming years."