

## Emami Posts 22% Rise in Q3 Net

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FMCG firm Emami recorded 21.6% growth in its net profit at ₹115 crore for the third quarter ending December 31, 2012.

The makers of Zandu Balm, Boroplus and Navratna attributed the growth to 21.3% jump in net sales at ₹549 crore during the quarter, with domestic sales growing by 21.7% and international business by 25%.

Emami said growth during the quarter was led by brands like Boroplus Anti-septic cream due to a good winter; Navratna, Zandu and Fair & Handsome. Navratna Oil, in fact, increased its market share to 58% in December, while Boroplus too grew with 78% market share in the antiseptic cream segment.



"We have delivered another quarter of strong volume-driven growth across all

the key categories with equally strong margins," said Emami CEO (finance, strategy & business development) Nares H Bhansali.

"With winter setting in early this year, consumer demand has been strong during this quarter. With a sustained sales momentum, judicious price increases and effective cost management initiatives, we have been able to moderate the impact of high input cost and inflationary pressure," Bhansali said.

Emami during the quarter grew its direct retail reach by 20%. The company also started production in its first overseas plant at Bangladesh.

While Emami announced its quarterly results after the market hours, the stock crashed by 1.54% at ₹575.05 on Friday's closing at the BSE when the Sensex hit its 2013 low.