

**Year:** 2013-14

**Turnover: Rs. 1821cr**  
**Net Profit: Rs. 402cr**

One of the fastest homegrown FMCG Company in India with a 19% CAGR in topline for past 5 years

**Power Brands-** Boroplus Antiseptic cream, Navratna Oil, Zandu Balm, Fair and Handsome are market leaders in India in their respective categories

Brand Ambassadors- Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwaag, Chiranjeevi, Surya, Jr. NTR, Milkha Singh, Yami Gautam, Govinda among others

Covers more than 40 lac retail outlets across India through 3000 distributors

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 82th Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

Won the IMC Ramakrishna Bajaj National Quality Award.

**Emami Q4 PAT grows by 18.3%; FY14 PAT growth is 27.9%**  
**Topline Growth in FY 14 is 7.2% with sales at 1821 cr.**

**HIGHLIGHTS (CONSOLIDATED)**

- ❖ **PAT at Rs. 111 cr grew by 18.3%** during the quarter. It grew by 27.9% for the year with profits at Rs. 402 cr
- ❖ **Topline Growth in the full financial year** is 7.2% with net sales at Rs. 1821 cr. Sales at Rs. 446 cr during the fourth quarter declined marginally by 1.2%
- ❖ **EBIDTA at Rs. 118 cr grew by 18.0%** during the quarter. EBIDTA at Rs. 441 cr grew by 27.1% for the year
- ❖ **Final Dividend @ 400%**, i.e., Rs.4/- per share announced by the Board making total dividend for FY 13-14 at 700%, i.e., Rs. 7 per share, a dividend payout of 46% including dividend tax.

**Kolkata, May 5, 2014 :** The Board of Directors of Emami Limited met on Monday, May 5, 2014 to consider audited financial results of the company for the fourth quarter and year ended March 31, 2014.

EBIDTA at Rs 118 crores in the fourth quarter grew by 18.0% and PAT at Rs. 111 crores grew by 18.3% respectively over the corresponding quarter in the previous year. However, this is not withstanding a 1.2% decline in net sales at Rs 446 cr over the corresponding quarter last year.

For the full financial year, turnover at Rs. 1821 crores grew by 7.2%, EBIDTA at Rs. 441 crores grew by 27.1% and PAT at Rs. 402 crores grew by 27.9% respectively over the previous year.

Unfavourable season and moderation in the growth of FMCG sector continued to impact the categories. The erratic winter and delayed summer impacted the business of seasonal brands and this led to marginal decline in the revenues in the fourth quarter. However, the company continued to successfully strengthen it's market share in most of the categories it is present.

The Company is taking up innovation, new launches and extensions very aggressively. In line with the strategy, Company launched Zandu Vigorex (For Energy and Vitality), Boroplus Anti Pollution Face Wash and Fair and Handsome Instant Fairness Face wash™ - the first brand



**Year:** 2013-14

**Turnover: Rs. 1821cr**  
**Net Profit: Rs. 402cr**

One of the fastest homegrown FMCG Company in India with a 19% CAGR in topline for past 5 years

**Power Brands-** Boroplus Antiseptic cream, Navratna Oil, Zandu Balm, Fair and Handsome are market leaders in India in their respective categories

**Brand Ambassadors-** Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwa, Chiranjeevi, Surya, Jr. NTR, Milkha Singh, Yami Gautam, Govinda among others

Covers more than 40 lac retail outlets across India through 3000 distributors

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 82th Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

Won the IMC Ramakrishna Bajaj National Quality Award.

extension of the Male Grooming Brand Fair and Handsome – in the last 2 quarters. Very recently, a new Brand Emami 7 Oils in One damage control hair oil has also been launched.

International Business grew by 9% in the quarter and 23% for the full financial year.

Easing of Input prices coupled with strong cost optimization measures have resulted in margin expansion helping deliver 27.1% EBIDTA growth for the year.

**Mr Mohan Goenka**, Director added:

“In this depressed market environment characterized by sluggish economy, high inflation and erratic weather, Emami has strengthened market shares in key categories, conserved resources and delivered good profits with marginal sales decline. While demand for our products is good leading to continuous increase in market shares in key categories, delayed summer has affected offtakes in the quarter. International business has performed well with aggressive growth in GCC and SAARC countries.”

### **MARKETING**

- Repositioned the BoroPlus brand portfolio in a new avatar powered by an internationally tested R&D innovation—Nature Shield Complex™
- Launched first brand extension from the Fair and Handsome stable—**Fair and Handsome Instant Fairness Face wash™**
- Launched **Emami 7 Oils in One** Damage Control Hair Oil with **Yami Gautam** as its Brand Ambassador.
- Roped in Bollywood diva **Sonakshi Sinha** to endorse **BoroPlus Anti-Pollution Facewash**.

Further, thrust has been put on increasing rural distribution and penetration under project “Swadesh”.

### **About Emami Ltd**

**Emami: (NSE: Emami Ltd, BSE: 531162)** Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. Every second, around 100 pieces of Emami products are sold somewhere in India or world.

With over 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.



**Year:** 2013-14

**Turnover: Rs. 1821cr**

**Net Profit: Rs. 402cr**

One of the fastest homegrown FMCG Company in India with a 19% CAGR in topline for past 5 years

**Power Brands-** Boroplus Antiseptic cream, Navratna Oil, Zandu Balm, Fair and Handsome are market leaders in India in their respective categories

**Brand Ambassadors-** Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sonakshi Sinha, Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwaag, Chiranjevi, Surya, Jr. NTR, Milkha Singh, Yami Gautam, Govinda among others

Covers more than 40 lac retail outlets across India through 3000 distributors

Forbes Asia , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founders of Emami Group as 82th Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

Won the IMC Ramakrishna Bajaj National Quality Award.

Emami has maintained a CAGR turnover of 19% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

With a market cap of over Rs.10,000 crores, Emami Ltd is the flagship Company of Rs.6000 cr diversified Emami Group.

Please visit [www.emamiltd.in](http://www.emamiltd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information.

For further information, please contact:

Mahasweta Sen  
GM, Corporate Communications  
Emami Ltd  
Mobile: +919836292392