



Clip: 1 of 1

## Emami on Hiring Spree to Boost Expansion

Co has brought in six senior execs in a bid to become one of the top 5 FMCG firms here

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Emami has roped in former Britannia employee Shridhar Panshikar as its sales president in the latest of a series of senior-level appointments undertaken by the Kolkata-based consumer products maker to spearhead an aggressive growth plan.

At a time when a slowdown in consumer demand has made most marketers cautious about their expenses, the maker of Boroplus antiseptic cream and Zandu Balm pain reliever has been inflating its salary bills by going on a hiring spree.

Promoters say these are strategic recruitments aimed at catalysing growth. "These are all investment for us to implement the expansion plans. Couple of more senior executives would join the company soon," said Harsha V Agarwal, director at Emami.

He said Emami — which recently

ventured into deodorants and women hygiene space with 'He' and 'She Comfort' brands — plans to enter into more categories. "There are several high-growth areas in personal care and healthcare which we want to enter," Agarwal said.

Emami has hired more than half a dozen senior executives in recent months, even as Emami Ltd CEO (sales, supply chain and human capital) Krishna Mohan has put in his papers.

The firm's recent high-level appointments include consumer care division CEO Neeraj Chandra, who was Britannia's COO, and senior vice-president for media buying and planning Bashab Sarkar who was earlier the managing director at media agency Maxus.

Emami has also roped in a number of senior officials from the country's largest FMCG firm Hindustan Unilever, including HUL's erstwhile chief of innovation, techni-

cal and planning Mohan Panchabhai, who is now president (operations) at Emami, and former HUL director (IT) KS Arun Kumar who has joined as president (IT) with a target to automate and improve supply chain operations of the company.

The company has also appointed some senior Unilever veterans as its advisors. This list includes Venkatesh Kasturirangan who was earlier the chief operating officer of Unilever Home and Personal Care, USA, and Hrishikesh Bhattacharyya who was senior vice-president at Unilever Holland.

Angshuman Roy, HUL's former head of packaging division for food business, too, is now consulting Emami to spruce up its product packaging.

Emami's edible oil arm Emami Biotech has roped in Sudhakar Desai, who was a director at Bunge India, as its chief executive officer.

Emami director Aditya V Agarwal said, "We are already amongst the top five personal care firms in India, but want to reach similar status in the entire FMCG industry." He said the company has given full autonomy to the professionals in running the day-to-day affairs of the business.

Shridhar Panshikar, who was sales director at biscuits maker Britannia before joining Emami, will now help CEO Neeraj Chandra handle the firm's largest profit centre — the Rs 1,400-crore consumer care business comprising of brands like Boroplus and Fair & Handsome. The flagship Emami revenue touched ₹1,705.08 crore revenue last fiscal, while the group revenue crossed ₹7,000 crore. The group is active in edible oil, retail, hospitals, cement, bio-diesel and newsprint business. The FMCG firm is eyeing 16%-18% growth in the current fiscal.