

Year: 2017-18

Turnover: ₹ 2,541 cr

Cash Profit: ₹ 618 cr

One of the fastest growing FMCG companies in India with a 17% CAGR in topline for the past 10 years

Power Brands- BoroPlus, Navratna, Zandu Balm, Fair and Handsome and Kesh King are market leaders in India in their respective categories

Brand Ambassadors over the years – Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Milkha Singh, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu among others

Covers more than 8.5 lac direct retail outlets across India through ~3,150 distributors

Forbes India, ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – Founders of Emami Group as 90th Richest Persons in India.

Listed among the “Most Valuable Companies” by BT 500

Listed among the SUPER 50 by Forbes India in 2015 & 2016

“Received MODI-Making of Developed India” Award for “Excellence in Global Reach - Company of the Year” category in 2018.

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EMAMI POSTS 19% TOPLINE GROWTH IN Q1FY19

Q1FY19 HIGHLIGHTS

- ❖ **19%** growth in Revenues (*Like to Like**) with volume growth of **16%**
- ❖ Domestic Revenues (*Like to Like**) grew by **21%** with volume growth of **18%**.
- ❖ EBIDTA at ₹ 124 crore grew by **54%**.
- ❖ Cash Profits** at ₹ 110 crore grew by **45%**.

**Like to Like = Including GST/ VAT*

***Cash Profit = PAT + Depreciation & Amortization*

Kolkata, August 1st 2018: The Board of Directors of Emami Limited met on Wednesday, 1st August 2018 to consider the unaudited financial results of the company for the quarter ended 30th June 2018.

The company closed the quarter with a turnover of ₹ 614 cr with a like to like growth of 19%. Domestic business grew by 21% with major brands like Navratna, Pain Management Range, 7 Oils in One, Male Grooming range and Healthcare posting strong volume led growth. While Wholesale channel saw some recovery, Direct Rural channel and Modern trade continued their growth trajectory. Market share gains continued for key brands.

Despite increasing prices of material costs, Gross margins at 66.3% grew by 140 bps. EBIDTA grew by 54% and Cash Profit grew by 45%. EBIDTA margins at 20.1% grew by 520 bps and Cash Profit margins at 18.0% grew by 390 bps.

Mr Mohan Goenka, Director, Emami Limited said: “We started the year FY19 with 19% growth in the first quarter. Both volume and revenue registered a handsome recovery compared to the GST impacted corresponding quarter of last year.

This quarter, we have seen wholesale recovery across the regions, which is a positive sign. We continued to put emphasis on rural and retail distribution and focussed on van operations as a part of our rural distribution, particularly targeting areas with under 5K population strata. Good growth also came from Modern trade and CSD sales. Internationally, volatile business

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environment affected the CIS market. However, exceptional performance by SAARC and MENAP regions have been instrumental to pull off growth for this quarter.”

Mr Harsha V Agarwal, Director, Emami Limited said: “Despite an erratic summer, our brands led by Navratna and Pain Management have registered handsome double digit growth for the first quarter. Steady growth came from men’s facewash, light hair oil and deodorant categories while new launches like Fair and Handsome Laser 12 and Emami Diamond Shine Crème Hair Colour have shown promising trends. Healthcare business grew satisfactorily at around 28%. Our way forward is to manage business strategically through innovation, prudent cost management and operational efficiency.”

SALES AND DISTRIBUTION:

The Company has already augmented its sales and distribution strength by increasing its direct reach and investing in sales analytics which is yielding positive results. Increased penetration in rural areas through Van Operations has ensured product availability in even those towns having a population below 5,000.

MARKETING:

Nationally launched **Diabrishta**, a unique sugar-free Ayurvedic *Arishta* under the Zandu umbrella. It is enriched with the goodness of 21 Ayurvedic ingredients to maintain healthy sugar level.

Roped in legendary actor **Amitabh Bachchan** to endorse OTC brands like Zandu Pancharishta and Zandu Nityam Tablets.

Roped in youth icons **Kartik Aryan** and **Vidyut Jamwal** to endorse Fair and Handsome Laser 12 and Fair and Handsome Instant Fairness Facewash.

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.3 million retail outlets across India through its network of 3100+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.



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Emami has maintained a 17% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt.Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

With a market cap of around Rs. 25,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamilttd.in for further information.

For further information, please contact :

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