

News monitored for: Emami Group

## International biz could be revenue driver, says Emami

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**FMCG MAJOR EMAMI'S** international business accounted for 16% of its total revenues in the last fiscal, which was up from 13% in the previous fiscal, led by a strong performance in Bangladesh.

The company's overhauling of distribution in key geographies resulted in a 16% growth in international revenues, increasing exposure within the company's revenue profile from 13% to 16%, Sushil Goenka, managing director, Emami, said.

Goenka, in the company's latest annual report, said during the later part of FY20, the Covid-19 pandemic impacted the company's international exposure but it is optimistic that this business segment could emerge as a "revenue-driver".

The MD said: "The company completed the integration of Creme 21 into Emami's system and even introduced related products in key international markets. Besides, Emami 7 Oils in One emerged as a more visible international brand."