

News monitored for: Emami Group

Emami to roll out health, hygiene products under BoroPlus brand

Expects ₹80-100 cr additional turnover from new products

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Home-grown FMCG company Emami Ltd is extending BoroPlus, one of its largest power brands, to cover health and hygiene offerings. This will include products such as hand sanitisers, soaps and liquid hand washes. The move comes even as the Kolkata-based company tries to de-risk its seasonal portfolio and have “all weather offerings”.

The entry into the personal hygiene segment has been fastracked by nearly a year keeping in view the changing consumer habits and rising demand for products in this segment, in a post Covid-19 scenario.

Priti A Sureka, Director, Emami Ltd, said that initial



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plans were to launch the offerings in the first quarter of FY22. This has, however, been advanced. Moreover, considering that BoroPlus as a brand enjoys “strong equity” and a “right-to-play” in the antiseptic cream and moisturiser segments, its extension into health and hygiene is logical.

Apart from this, the company could explore offerings in home-care segment, if required. “We are expecting some ₹80-100 crore additional turnover in domestic

market with the new products,” she told *BusinessLine*.

BoroPlus contributes to around 17 per cent of the company’s revenues.

De-risking portfolio

Market sources say Emami has been trying to shore up its product portfolio and reduce dependence on seasonal offerings. It is looking to expand in categories such as hair oils, pain management, antiseptic creams and facewash.

Operations until the first fortnight of April witnessed significant disruptions in the business thereby “affecting the pre-season sale of summer products”.

Sureka said, “There is also a strong demand for healthcare products and we are witnessing a steady demand for immunity boosting products. We are ramping up there too,” she said.