

News monitored for: Emami Group

# Emami target for hair oil

## ASTAFF REPORTER

**Calcutta:** FMCG major Emami plans to make its “7-Oils-in-One” a Rs 200-crore brand over a period of three years.

The light hair oil brand had clocked a business of around Rs 80 crore in 2018-19, and is part of the Rs 1,220-crore hair care category business of the company.

“7 Oils has been growing at more than 30 per cent CAGR in the last three years. We are looking at a turnover of Rs 100 crore this year. In the next three years it should be a Rs 200 crore brand,” said Priti Sureka, director of Emami.

A combination of aggressive marketing by bringing in actor Katrina Kaif as brand ambassador for the oil brand for a three-year-period and the change in packaging is expected to boost sales.

“Advertising campaigns will be rolled out shortly, which we hope will help us grow this brand,” Sureka said.

Light hair oil is a Rs 2,000-2,500 crore market in India. It is part of the Rs 10,000-crore organised hair oil market.

## **BRAND BOOST**

- Make '7-Oils-in-One' a Rs 200-crore brand over three years
- The brand had clocked a business of around Rs 80 crore in 2018-19
- It is part of Emami's Rs 1,220-crore hair care category

Marico's Parachute continues to be the major player in the hair-oil market.

“According to industry estimates, light hair oil is the fastest growing segment with a CAGR of 25 per cent in the last five years. As a brand, we have taken keen interest in the segment,” Sureka said.

The company plans to consolidate its presence in the markets it is already present in.

Besides “7-Oils-in-One”, Emami has other hair oil brands such as Navratna and Kesh King in its portfolio. While Navratna reported a turnover of Rs 800 crore, Kesh King has a turnover of Rs 340 crore.