

News monitored for: Emami Group

## Emami Eyes Online Space, Plans e-Exclusive Products

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**Kolkata:** In its first-ever attempt to tap e-commerce, Emami Ltd is going to take its entire portfolio online and will launch online-exclusive products. The company has also rejigged its sales function to focus on e-commerce having appointed a new chief for sales and distribution, director Harsha V Agarwal said.

Emami wants to drive sales in online and modern retail with consumers showing a bigger inclination to buy from there whereby these two together contribution to total sales will double from 7-8% now to 12-15% in three years.

Agarwal said while it can launch online exclusive products across brands, it wants to specifically create separate lines under Fair and Handsome, He and Kesh King. For

instance, the company could launch products for beard under the He brand, he said. These new products would be rolled out from next financial year.

"There is big opportunity in healthcare products in online such as honey and Chyawanprash. We are also evaluating online launch of the Crème 21 brand under premium skin and body care segment which we acquired in Germany earlier this year," he said.

The makers of Boroplus anti-septic cream and Zandu balm has roped in George Angelo as the chief operating officer for sales and supply chain from Anchor Health and Beauty Care where he was the CEO. Angelo has earlier worked in leadership roles in Hindustan Unilever and Dabur. This comes after earlier sales head Madan Pandey quit Emami four months back.

Emami has roped in Rishi

Agarwal to lead a new team for e-commerce, who was in senior roles in Snapdeal, Arvind, and IBM.

"These hiring were done to build a sales and distribution team keeping in mind the future, considering e-commerce and modern retail will play a much bigger role in the future," Agarwal said.

The company last year appointed Ujjawal Galada as head of modern trade from Kellogg Company where he was an associate director for sales and Vivek Dhir as the CEO of international business from Dabur.

Emami Group promoters last month sold 10% stake in the FMCG flagship company in a block deal to raise Rs 1,600 crore from a group of investors which includes SBI Mutual Fund, PremjiInvest, Amundi, IDFC and L&T Mutual Fund amongst others to reduce promoter debt.