

## Interview

## Emami

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# Always Been Very Innovative

Emami Limited is one of the leading and fastest growing personal and healthcare businesses in India with an enviable portfolio of household brand names such as BoroPlus, Navratna, Fair and Handsome, Zandu Balm, Mentho Plus Balm and Fast Relief. Established in 1974, the company has a portfolio of over 260 products based on ayurvedic formulations. Its current operations comprise more than 63 countries including GCC, Europe, Africa, CIS countries and the SAARC. Emami Limited, the flagship company of the group, recorded a turnover of Rs 1,821 crore in 2013-14. Excerpts from the interview:

### Could you brief us about Emami's journey over the past five years?

Since inception we have been in segments where competition from MNCs was less, so we could consolidate position in niche product areas. Like 'Navratna Oil' has always been more than oil – its basically a therapeutic cooling oil. Hence, it was something quite different from what was available in the market at that point of time. In the same way, 'Fair and Handsome' is a fairness cream specifically formulated

for men.

### How will your company continue to create value for your shareholders?

Wealth creation for our shareholders is the outcome of our efforts through delivering values which gets converted into wealth. If you look at our market cap, it has increased in four years by 4-5 times. In the last one year, it has doubled. If you look at the reason for this increase in the market cap or the business value, it is because we have delivered consistent and strong topline and bottomline growth. Moreover, we have always been very innovative by introducing new products over the years with strong consumer benefits and packaging them attractively while making them cost-effective too.

### What are the challenges faced and the strategies adapted for being among the top value-creating companies today?

There are normal business challenges as in the case of any other business. However, we have always overcome the challenges very successfully and will continue doing so. In terms of brands we have kept on

innovating and that has helped us create value for business and investors, and all the other stakeholders. Meanwhile, we have been doing well in our international business. Our products are available in around 60 countries across the globe and some of our leading products like Navratna Oil, BoroPlus Antiseptic Cream and Fair and Handsome command leadership positions in the Middle East, Bangladesh, Russia and Nepal.

### Any new products which will be launched soon?

We have recently come up with many new launches in the categories of face washes, deodorants, sanitary napkins, hair oil, etc. and there are some other products in the pipeline which will be announced soon. We have also drafted an aggressive business plan for the healthcare segment.

### What is the company's vision for the next five years?

We expect to grow at the same pace as we are doing now, which is around 18.20 per cent YoY and we will continue to grow the wealth of our stakeholders.