



Emami to expand Zandu healthcare brands portfolio to woo consumers

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Kolkata: Emami is set to expand its Zandu healthcare brand portfolio in the coming year, which, along with other launches, will help the company tide over the slackness due to lower consumer spending in the FMCG sector.

“We have a strong pipeline of new launches in next year, particularly in the Zandu healthcare basket. Those you will see from the first quarter. These would mostly be in extensions and new launches also,” director Mohan Goenka said.

With healthcare category likely to grow by 10-15% every year as consumers keep moving more towards natural wellness products, Emami would strengthen the ayurvedic healthcare portfolio of Zandu, a business it acquired in 2008.

In the third quarter Emami has launched Nityam Laxative tablets, a brand extension of Zandu Nityam Churna.

These launches apart, the Kolkata-based FMCG player plan to bring to India a few brands belonging to Aussie personal and hair care firm, Fravin Pty, which would start contributing to the company’s bottom-line in the next 12 months, Goenka told analysts during a post-earnings conference call.

“To see anything in our balance sheet we need to give it 3-4 quarters because for us to understand these brands, take them to India and other countries would take some time.

“We see organic growth in the future of personal care and that’s why we have invested in this interesting company,” said Goenka.