



emami limited

Date: 1st August, 2018

The Secretary
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G. Block
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001

The Secretary
The Calcutta Stock Exchange Limited
7, Lyons Range
Kolkata - 700 001

Dear Sir,

Pursuant to Provision of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith copy of presentation on Company's Overview.

The aforesaid information is also is also disclosed on the website of the company www.emamilttd.in

This is for your information and records.

Thanking you,

Yours faithfully,
For Emami Limited

A.K. Joshi
Company Secretary & VP- Legal
(Encl. : As above)



पेट की तकलीफों से राहत



emami* limited

Making people healthy & beautiful, naturally

Q1FY19 Performance Update

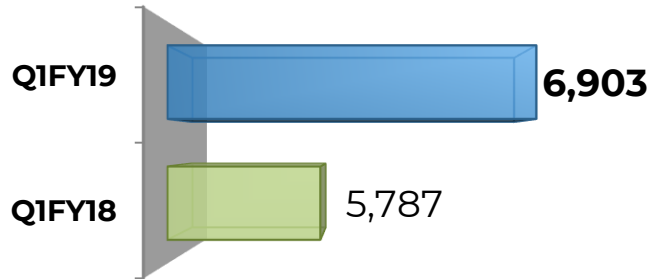
1st August 2018

Q1FY19 Snapshot



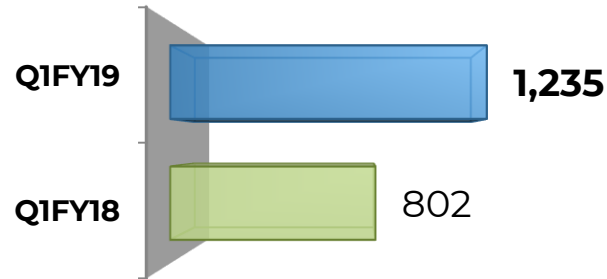
CONSOLIDATED REVENUES*

+ 19 %



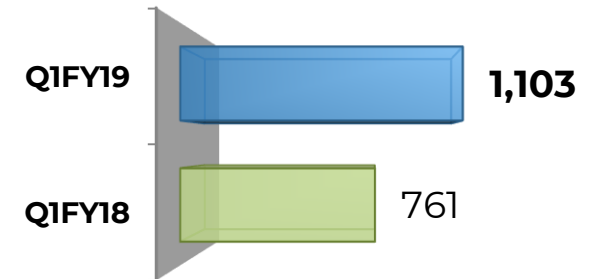
EBIDTA

+ 54 %

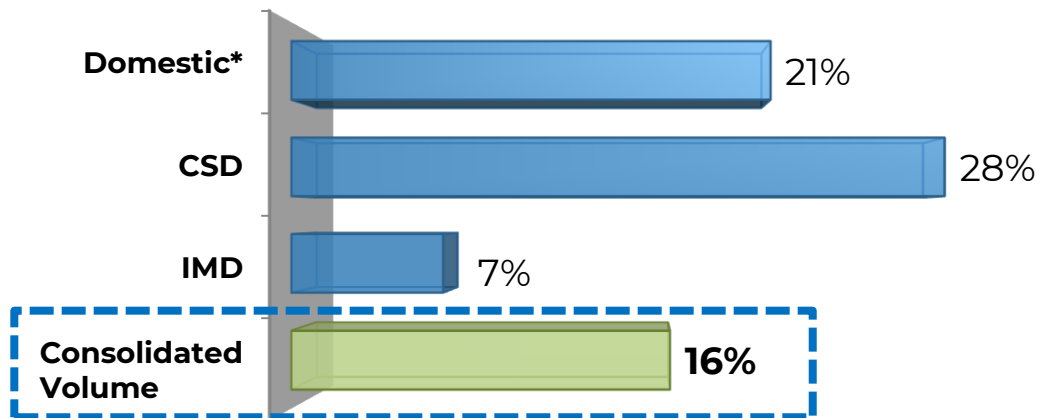


CASH PROFITS**

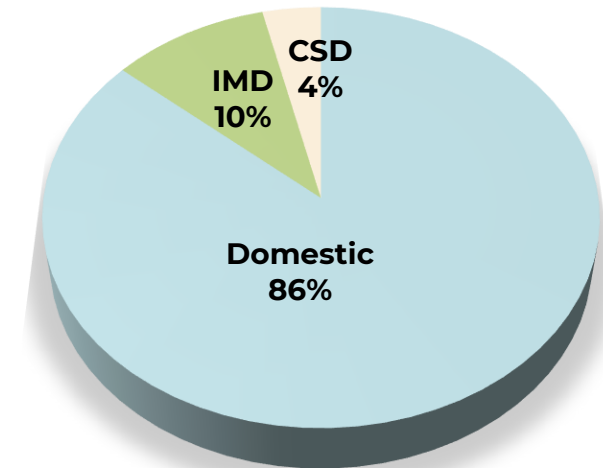
+ 45 %



BUSINESS WISE GROWTH



BUSINESS WISE SALES SPLIT



*Like to Like, i.e. including GST/VAT

**PAT+ Depreciation & Amortization

₹ in Millions

- Navratna grew by **19%** during the quarter
 - Market Share (vol) at **65.6%** increased by **160 bps**
 - Introduced a new 200gm for Navratna Cool Talc SKU to increase penetration and initiated a rural development program with special focus on 3.5 gm sachet.



Pain Management

- Pain management range grew by **39%** during the quarter
 - Balms posted robust volume growth
 - Maintained leadership with a market Share (vol) at 53.4%
 - Launched fresh communication for Zandu Balm LUP (Rs. 2/-) to drive penetration in Hindi speaking markets like Uttar Pradesh



Kesh King

- ❑ Kesh King range grew by **10%** during the quarter
 - Posted double digit volume growth
 - Maintained leadership with a Market Share (vol) at 27.5%



7 Oils in One

- ❑ 7 Oils in One grew by **33%** during the quarter



Male Grooming



- ❑ Male grooming range grew by **8%** during the quarter
 - Posted double digit volume growth
- ❑ Fair and Handsome cream relaunched with a more modern and advanced pack in Q1
 - Market Share (vol) at **66.9%** grew by **270 bps**
 - Roped in youth celeb **Kartik Aryan** to endorse Fair and Handsome Laser 12 cream
- ❑ Fairness Face wash Market Share (vol) at **17.0%** grew by **190 bps**
 - Roped in **Vidyut Jamwal** to endorse Fair and Handsome Face wash



Healthcare range

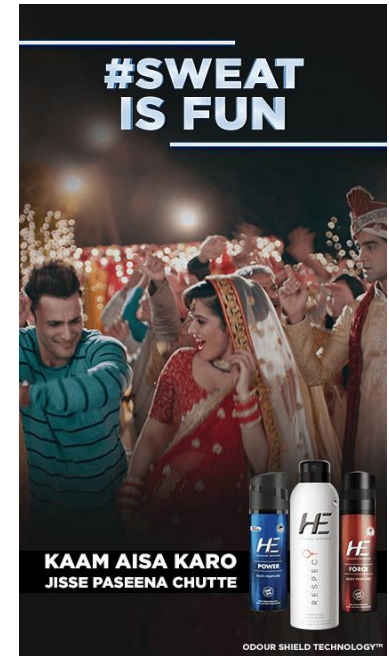
- ❑ Healthcare range grew by **28%** during the quarter
 - Launched a new campaign featuring superstar **Amitabh Bachchan** for Zandu Pancharishta, Zandu Pancharishta Sugar Free & Zandu Nityam Tablets
- ❑ **Launched Zandu Diabrishta-21**, a unique formulation which diabetic consumers can consume along with their regular medication to improve their daily health effectively.
- ❑ Relunched Medico Range (Ethical & Classical) to develop a unified Zandu identity



- ❑ Q1, being the non season BoroPlus range declined by **15%** during the quarter
 - Maintained leadership with a Market Share (vol) at 75.1%



New Media Campaigns



Roped in youth celebs **Vidyut Jamwal & Kartik Aryan** to endorse Fair and Handsome Face wash and Laser 12 cream

Launched a new campaign featuring superstar **Amitabh Bachchan** for Zandu Pancharishta, Zandu Pancharishta Sugar Free & Zandu Nityam Tablets

New campaign for **HE Deodorants** with the message **#SweatIsFun**



Fresh communication for **Zandu Balm LUP** (Rs. 2/-) to drive penetration in Hindi Speaking Markets



Print ad campaign for **BoroPlus** to increase summer usage

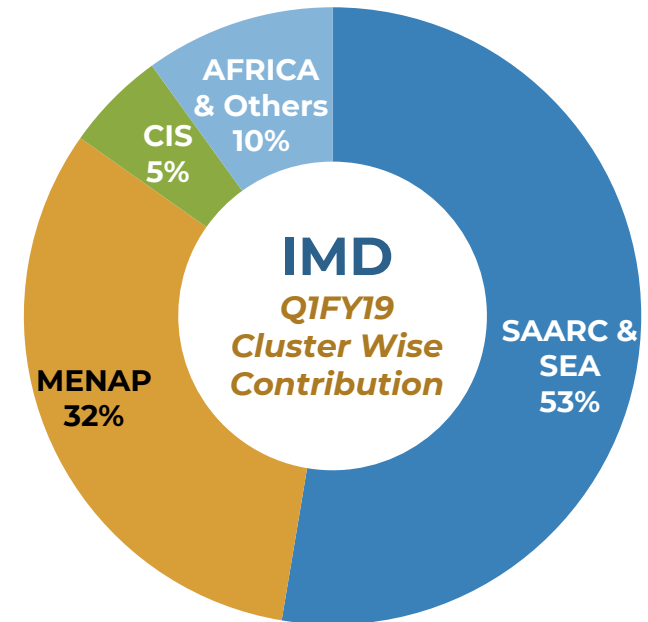
BTL Activations



Conducted various **promotional BTL activities** (H2H, Wall Paintings, Wall Hangings and sampling/ promotional activities at fairs & Rural Melas)

International Business

- ❑ Sales grew by **7%**
 - Ex CIS, sales grew by **21%** led by strong growth in SAARC & SEA and MENAP regions
- ❑ Market share gains in Bangladesh (Fair and Handsome) and UAE (Navratna)



- SAARC** South Asian Association for Regional Cooperation (*Major countries – Bangladesh, Nepal, Sri Lanka etc.*)
- SEA** South East Asia (*Major countries – Malaysia, Myanmar & Singapore*)
- MENAP** Middle East, North Africa & Pakistan (*Major countries – UAE, Qatar, Oman, Kuwait, Bahrain etc.*)
- CIS** Commonwealth of Independent States (*Major Countries – Russia, Ukraine etc.*)

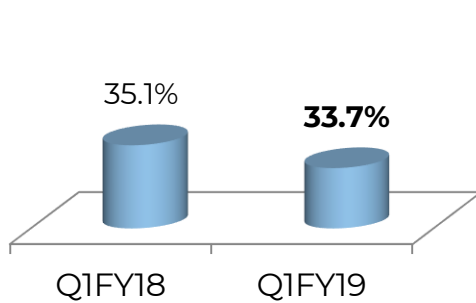
Q1FY19 Financial analysis



Cost of Goods Sold

(as a % of Sales)

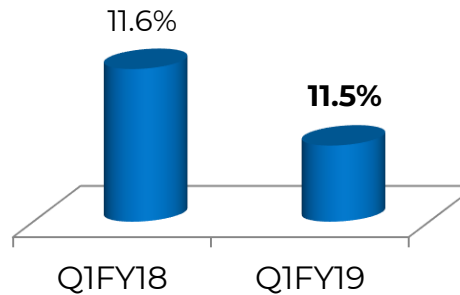
- 140 bps



Staff Costs

(as a % of Sales)

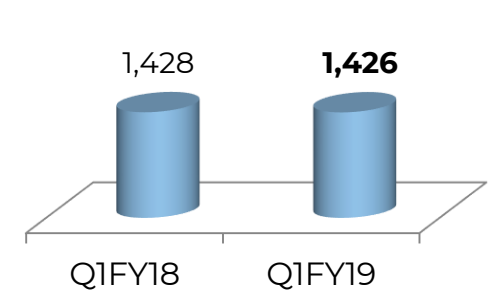
- 10 bps



A&P Spends

(₹ in Millions)

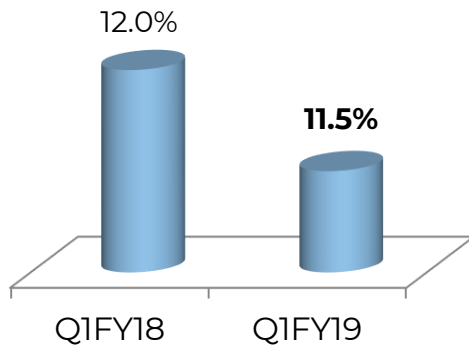
-330 bps



Admin & Other Exp

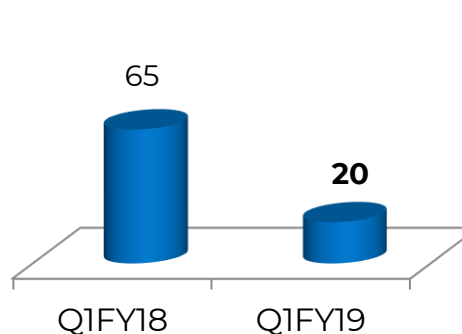
(as a % of Sales)

-50 bps



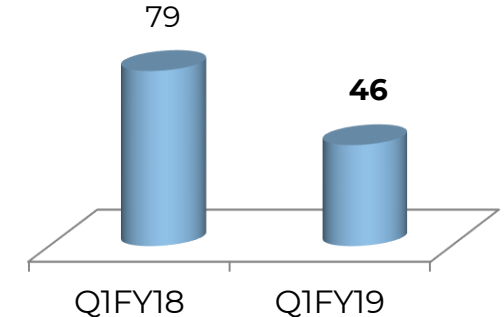
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)



Q1FY19 Summarized Financials



₹ in Millions

Particulars	Q1FY19	%	Q1FY18	%	Growth %	FY18	%
Revenue from Operations (incl. GST/ VAT)	6,904	112.4%	5,787	107.3%	19.3%	28,234	111.1%
Less : GST/VAT	(761)	-12.4%	(396)	-7.3%	92.0%	(2,826)	-11.1%
Revenue from Operations	6,144	100.0%	5,391	100.0%	14.0%	25,408	100.0%
Materials Cost	2,073	33.7%	1,890	35.1%	9.7%	8,201	32.3%
A&P	1,426	23.2%	1,428	26.5%	-0.1%	4,696	18.5%
Staff Cost	704	11.5%	626	11.6%	12.5%	2,547	10.0%
Admn & Other Exp	706	11.5%	646	12.0%	9.2%	2,770	10.9%
EBIDTA	1,235	20.1%	802	14.9%	54.1%	7,194	28.3%
Other Income	20	0.3%	65	1.2%	-69.8%	195	0.8%
Interest	46	0.7%	79	1.5%	-42.2%	343	1.4%
Amortisation of acquired TM's/ brands	607	9.9%	608	11.3%	-0.1%	2,436	9.6%
Depreciation/Amortisation of other assets	230	3.7%	143	2.6%	60.9%	673	2.6%
PBT	373	6.1%	37	0.7%	10x	3,938	15.5%
Tax	103	1.7%	28	0.5%	269.5%	863	3.4%
PAT	270	4.4%	9	0.2%	30x	3,075	12.1%
Share of Minority Interest & P/L of Associate	(3)	0.0%	2	0.0%	-293.3%	(4)	0.0%
PAT After Minority Interest & Associate	267	4.3%	10	0.2%	27x	3,071	12.1%
Cash Profit (PAT + Dep. & Amortization)	1,103	18.0%	761	14.1%	45.0%	6,180	24.3%
EPS - Rs.	0.6		0.0			6.8	
Cash EPS- Rs.	2.4		1.7			13.6	

Awards



Navratna and HE received 3 Foxglove Awards by Afaqs! for their digital initiatives

Navratna won the prestigious Flame Asia Awards 2018 for the third consecutive year for its Driver Road Safety Campaign- Saarthi



Mr N H Bhansali, CEO – Finance, Strategy & Business Devp. & CFO was awarded as the Best CFO in the ‘Healthy Balance Sheet Management – Mid Size Corporate’ category by YES BANK- BW BusinessWorld



Navratna won 3 Gold Trophies under BTL Activities & Events Promotions, at the 7th Edition of ACEF Awards 2018 for its Saarthi – Road Safety Campaign and Celebrity Engagement with Jr.NTR



Thank you

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