

Published Date:	7 May 2025	Publication:	Mint [Mumbai]
Journalist:	Suneera Tandon	Page No:	5
MAV/CCM:	140,400/51.83	Circulation:	71,000

Dermicool soaps? Emami begins core brand extensions

Suneera Tandon
suneera.t@htlive.com
NEW DELHI



Vice chairman of Emami Ltd
Harsha V. Agarwal.

Consumer goods company Emami Ltd, known for brands like Zandu balm, Boroplus and Navratna cooling oil, is embarking on an ambitious expansion of its core product lines to fuel growth.

The move will see the Kolkata-based firm extend its established brands, including Dermicool and Kesh King, into new categories such as soaps and wellness, in a strategic shift to capture a larger share of India's burgeoning consumer market and ensure sustained growth.

Emami recently extended its Smart and Handsome cream into the wider male grooming segment and is chasing similar expansions for other brands to increase their addressable market size.

"Our growth strategy is very clear—how do we make our legacy brands bigger. There are two or three areas to make them bigger. One is, how do we make our existing products grow faster. Number two is, how can we extend those brands via premiumization or targeting different sets of audience and selling through different channels," Harsha V. Agarwal, vice chairman and managing director, said in an interview with *Mint*.

Emami renamed its almost two-decade-old male grooming brand Fair and Handsome to Smart and Handsome with plans to tap into a broader male grooming market that is set to expand to ₹32,000 crore

Despite its portfolio of well-known brands, Emami's business remains relatively smaller than domestic peers

over the coming years.

It has launched soaps, cooling gels and specialized powders under its talc brand Dermicool that it acquired in 2022. It recently launched a ₹1 talcum sachet under its Navratna brand, expanding it from oils to powders.

"We are relooking at entire portfolio of our brands, be it Navratna, Dermicool—brands that are summer-focused. When we took over (Dermicool), it was only one product brand i.e. talcs—now we are doing specializations like active talcs targeting those into sports etc. Apart from that, we have launched a summer gel and soaps. The point is to expand the overall market as well as play to the overall strength of our brands," he added.

This aligns with a broader trend among large packaged goods companies that are chasing growth by entering previously untapped categories amid severe competition. Rivals such as Dabur, Marico and HUL have also extended their core brands.