

ROBUST CORE GROWTH AMIDST CHALLENGING MACROS

Strengthening strategic levers for sustainable value creation

Q4FY25 HIGHLIGHTS

- ❖ **Revenue from Operations** at ₹ 963 crore grew by 8%
 - Core Domestic Business grew by 11% with 7% volume growth
 - International Business grew by 6%
- ❖ **Gross Margins** at 65.9% improved by 10 bps
- ❖ **EBIDTA** at ₹ 219 crore grew by 4%
- ❖ **Profit before Tax** at ₹ 194 crore grew by 14%
- ❖ **Profit after Tax** at ₹ 162 crore grew by 9%
- ❖ Rebranded Fair and Handsome to Smart and Handsome in Jan'25
- ❖ Forayed into the brightening cream category with the launch of Emami Pure Glow — a revolutionary skincare offering designed to address evolving consumer needs
- ❖ The **Board of Directors** declared Special dividend of **200%** (3rd Interim Dividend), amounting to ₹2 per share while celebrating Emami's 50 years; Total dividend payout stands at **1000%**, or ₹10 per share for FY25.

Note: All financial figures are based on Consolidated Financials

Kolkata, Friday 16th May 2025: The Board of Directors of Emami Limited met on Friday 16th May 2025 to consider the audited financial results of the company for the fourth quarter and year ended 31st March 2025.

Despite tepid urban mass demand, Emami Ltd. demonstrated resilient performance, leveraging its strategic brand portfolio, agile execution, and omni-channel distribution capabilities with the Company's core domestic business delivering robust double-digit growth of 11%, coupled with a healthy volume growth of around 7% led by key brands such as Navratna, Dermicool, BoroPlus and Healthcare range.

The Company repositioned Smart and Handsome from a fairness-focused product to a complete male grooming solution during the quarter. This transformation was backed with a high-impact six-week national campaign, featuring Kartik Aaryan, supported by college activations, BTL initiatives in Modern Trade, and a refreshed ecommerce presence.

During the quarter, the Company forayed into the brightening cream category with the launch of Emami Pure Glow — a revolutionary skincare offering designed to address evolving consumer

needs. The brand has been rolled out across select markets in South, West, and North India, with a national launch planned in near future. To strengthen brand connect, the Company has onboarded Raashii Khanna as the face of Pure Glow. The Company introduced more than 25 new products in its domestic business during FY25.

Organized trade channels comprising Modern Trade, e-Commerce, and Institutional Sales contributed 27.6% of domestic revenues in FY25, expanding by 140 basis points over the previous year. Growth in these channels outpaced overall domestic growth, clocking 13% YoY growth.

The International business posted a 6% growth in Q4FY25, demonstrating resilience in the face of geopolitical volatility across Bangladesh, the Middle East, and parts of Africa. Strong momentum was witnessed across SAARC, SEA, CIS, and African markets.

Consolidated revenues for Q4FY25 stood at ₹963 crores growing by 8% on a y-o-y basis. Gross margins expanded by 10 basis points to 65.9% and EBITDA grew by 4% to ₹219 crores. Profit Before Tax grew by 14% to ₹194 crores, and Profit After Tax grew by 9% to ₹162 crores.

For FY25, Consolidated revenues at ₹3,809 crores, grew by 6%, Gross margins expanded by 100 basis points to 68.6%, EBITDA grew by 8% to ₹1,025 crores and EBITDA margins for the full year improved by 40 basis points to 26.9%. While Profits before tax grew by 13% to ₹894 crores, Profit after tax grew by 11% to ₹806 crores.

The Board of Directors approved a Special dividend of 200% (3rd Interim Dividend), amounting to ₹2 per share while celebrating 50 years of Emami. Inclusive of two earlier interim dividends of 400% each, the total dividend payout for FY25 stands at an impressive 1000% (₹10 per equity share), i.e. a payout of 54% on Profit after tax reaffirming Emami's commitment to enhancing shareholder value.

Looking ahead, Emami remains confident of navigating short-term macro uncertainties through portfolio premiumization, innovation acceleration, enhanced channel productivity, and strategic international expansion. The Company remains committed to delivering profitable growth and superior returns for all stakeholders.

Mr Harsha V Agarwal, Vice Chairman and Managing Director, Emami Limited said:

"Our core domestic business continued to demonstrate strong momentum, delivering robust double-digit growth of 11% in Q4FY25, supported by healthy volume growth of 7%. Despite ongoing geopolitical challenges, our international business also posted a resilient 6% growth during the quarter. Our input costs broadly remain under control and do not pose any major challenge in the near future. Going forward, we're focused on strengthening our core brands and unlocking new growth through brand extensions, premium offerings, and sharper channel strategies. For our strategic subsidiaries, we are scaling marketplace and quick commerce presence, while driving cost efficiencies as well as launch new products in the next 3-6 months to tap into evolving consumer trends. We expect a gradual pickup in consumption, supported by easing inflation, recent income tax benefits, higher government capex, and a more accommodative monetary policy, including potential rate cuts."

Mr Mohan Goenka, Vice Chairman and Whole-Time Director, Emami Limited said:

"Our sustained interventions on the distribution front, including a sharp focus on GT-marts has significantly expanded the purchase potential of each outlet. Our emphasis on organized channels continues to pay off, with their contribution to domestic revenues reaching to 28% in FY25, more than doubling from 13% in FY21. Simultaneously, our strong innovation pipeline led to over 25 new launches during the year, further strengthening our brand portfolio. Our D2C digital-first strategy is also scaling well — with recent product innovations launched within last two years contributing around 50% of total sales on Zanducare. With a strong focus on growth, we are actively looking to invest further. As international business and strategic investments are poised for a rebound, we anticipate robust, all-round growth in FY26."

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 550 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, went on to acquire 'Dermicool', one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 5.4 million retail outlets across India through its network of 3400+ distributors and its global footprint spans over 70 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidhut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal and many others over the years.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamiltld.in for further information.

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