



PRICKLY HEAT
SPRAY

ITCHING & RASHES *making* EVERY DAY TOUGH?

CHOOSE DERMICOOOL PRICKLY HEAT SPRAY'S COOLING RELIEF.

Easy to use



INTRODUCING

NEW
DERMICOOOL
PRICKLY HEAT
SPRAY

Instant cooling action



Antibacterial protection



WITH THE
**DOUBLE
POWER**
OF NEEM & TULSI



FIGHTS
PRICKLY HEAT

Emami* LIMITED

Q1FY26 Performance Update

31st July 2025

Fresh Identity

Bold Future

- **Marking golden jubilee with a bold new identity, blending legacy with global ambition.**
- **The dynamic sphere and stylized 'e' reflect agility, innovation, and a growing global presence.**
- **Vibrant hues and a bold wordmark signal confidence while honoring heritage.**
- **More than a redesign — a reaffirmation of purpose, progress, and transformation.**



Q1FY26 Sales Performance

Core Domestic
Ex-Talc/ PHP

+6%

(vol: +3%)

Talc/ PHP
Sales

-17%

Core Domestic
Business

Flat

Strategic
Investments

-4%

Total Domestic
Business

-1%

(vol: -3%)

International
Business (INR)

+2%

Consolidated
Revenues

Flat



Navratna
Cool Oils

+6%



BoroPlus
Antiseptic
Creams

+60%



Zandu &
Mentho Plus
Balms

+16%

Note- PHP: Prickly Heat Powder

Talc/ PHP Performance

- Decline of 17% on a significantly high base of 54% growth in Q1FY25
- 2-year CAGR at **13%**
- Flat growth in Full season (Jan-Jun'25) despite weather-related headwinds



Domestic Brand wise performance

Navratna & Dermicool Range

- Launched **Dermicool Prickly Heat Spray** in Apr'25 - Provides effective cooling relief and antibacterial protection with a convenient and easy format.
- Relaunched **Navratna Gold** in select channels
- Launched new variants –
 - **Navratna Ayurvedic Hairfall Control Oil** - Reduces Hair fall Caused by Stress
 - **Navratna Cool Talc – Fresh Floral** – in Odisha

Growth
-5%



Growth ex
talc-PPH
+7%



Navratna Oil TVC & Digital Campaign for South Market Starring two comedy superstars of South- Vennela Kishore & Vidhyulekha Raman. Generated 3 mn+ impressions online.



New TVC & Digital Campaign with Bhojpuri Star, Pradeep Pandey for Navratna Cool Talc Re. 1 SKU reaching 14.3 mn digital views



New TVC for Dermicool Created using complete Generative AI garnering 22 mn views - featured on YouTube's Best of Ads - India



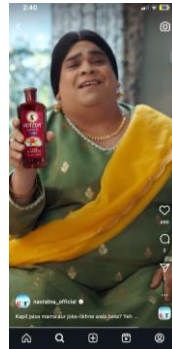
New TVC for Dermicool Soap

Domestic Brand wise performance

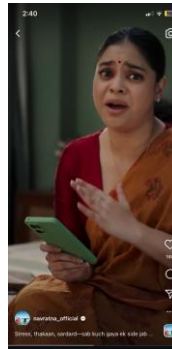
Navratna & Dermicool Range - Digital



Navratna Oil Digital Campaigns achieved 127 mn + Impressions on YouTube



Kapil Ke Raahat Nuskhe – New Humour led 16 Assets launched for first time- 1.3 Mn+ Impressions achieved



Released a Bhojpuri song for Navratna Extra Thanda Oil. 2.2 Mn+ Views achieved within 10 days of launch



Focused GARMi campaign for Navratna Cool Oil on YouTube & Facebook with 4Mn+ Impressions



Dermicool Collaborated with Dermatologists to strengthen its equity on Effective Relief from Prickly Heat – 2 lac+ views



Meme Campaign for Dermicool garnering 4.8mn views



Influencer & Meme Campaign for Navatna Cool Talc garnering 6.5 mn views



Domestic Brand wise performance

Pain Management Range



Growth
+17%

- Strong growth in Balms accentuated by early monsoons
- Zandu Fast Relief range, gel and spray outperforming in consumer facing channels
- Relaunched Zandu Roll-On as **"Zandu Roll-on Tension Gone"** offering dual relief for both headache and cold symptoms



Van Operations in MH, TN



Dealer Boards in Tamil Nadu



Mentho Plus Balm Total BTL Activation in Prominent Markets of South



Participation in Chitrai & Jaggannath Puri Festival



Wall painting across west zone



Participation in marathons & physio connect programs

Domestic Brand wise performance

Healthcare Range

- **Launched New Communication for Zandu Pancharishta to motivate brand trials**
 - Highlighting how prolong chronic digestive problem affects overall health and motivate consumers to take corrective action
- **Launched Campaign for Zandu Nityam – Jeeto Kabz Wali Fight**
 - Highlighting how Zandu Nityam helps with overnight constipation relief without any stomach cramps and hence makes you feel light and active
- **Repositioned Zandu Vigorex Shilajit Gold as “My Gym Partner”**
 - To improve awareness and consideration for Zandu Vigorex Shilajit Gold as a cost-effective gym and fitness partner capitalizing Vijender Singh’s Regional popularity
- **Zanducare continued to grow strongly led by Digital First portfolio**
 - Launched Shilajit Cool Rush Capsules & Resin, Zandu Kansa Wand Ayurvedic Massager and Seeds range

Growth
+4%



Domestic Brand wise performance

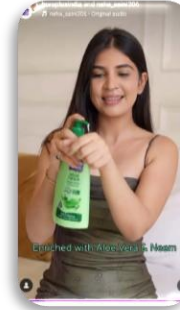
BoroPlus Range



Growth
-5%

BoroPlus
Antiseptic
Cream
+60%

- Strong growth in Antiseptic Cream & Soft Cream
- Launched new Icy Citrus Blast variant and a Rs. 10/- SKU (20g) for BoroPlus Prickly Heat Powder



Influencer campaign for BoroPlus Aloe Neem Lotion – Achieved 1.4 mn views



Summer Range
visibility in MT



MT Robot Visibility



GT Visibility

Domestic Brand wise performance

Male Grooming Range

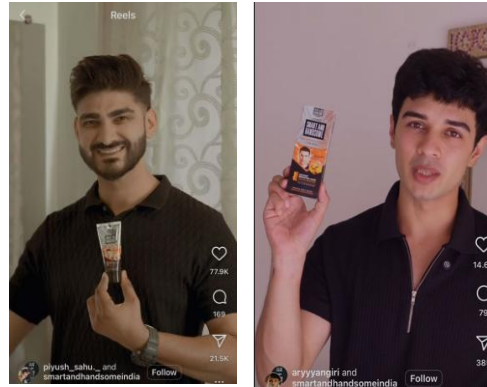


Growth
-9%

- Smart and Handsome to extend to new categories in H2FY26:
- Full 360° relaunch of the brightening range with new communication.
- Strengthening innovation pipeline and category diversification



Smart And Handsome went live on Jio Hotstar in IPL 2025-26 in key 33 cities, reaching more than a million consumers



Smart And Handsome Influencer Activation with 10 influencers on Social Media reaching 5.12 Million with 2.96 lac engagements



HE EDTs placed in Metro & Walmart; Reliance Launching Soon in 100 Stores

Domestic Brand wise performance

Kesh King Range



Growth
-5%

- Relaunch planned in H2FY26
- To revamp with new Proposition, Packaging, Pricing and Product supported by 360° campaign



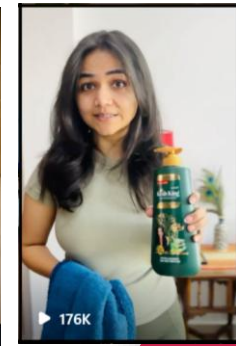
Kesh King Shampoo TVC : with heavy GRPs



Sachet Hangers Placement



MT awareness to drive trials and increase consideration



New TVC Sustenance Campaigns with Beauty Influencers

Strategic Subsidiaries



- Sales stabilizing with the brand returning to growth in June'25
- Ramping up growth in upcoming quarters by increasing share on marketplace/ Qcom platforms and 360° brand revamp

Sales declined by 4%



- **Green shoots witnessed in marketplace channel.**
- **Distribution expansion planned in offline channels**

New Launches : Q1FY26



DermiCool Prickly Heat Spray
for effective cooling relief and antibacterial protection with a convenient and easy format.

New Launches on Zanducare



Zandu Shilajit Cool Rush Capsules & Resin



Zandu Kansa Wand Ayurvedic Massager



Zandu Chia & Flax Seeds

Re-Launches



Zandu Roll On Tension Gone



Navratna Gold Cool Oil

Variant Launches



Navratna Ayurvedic Hairfall Control Oil



Navratna Cool Talc - Fresh Floral



BoroPlus Icy Citrus Blast Prickly Heat Powder

HE Gift Boxes
Combination of premium gift boxes



BTL Activations

Rural Promo Vans



Salon Contact Activity



Participation in Fairs and Festivals



MT Activations



Railway Station Branding



Auto Hood Branding



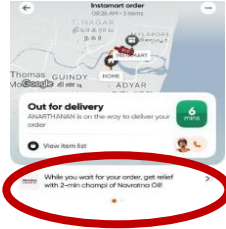
Digital wall paintings



Bus Branding



E-Com visibility



In store visibility



Local Train/ Metro Branding



Traffic Shade Activation



Sampling



Yoga Day Celebration



Doctor Connect



International Business Performance

International
Business (INR)

+2%

International
Business (CC)

Flat

Contribution
to Overall Sales

16%

SAARC & SEA
(44% Contribution)



MENA
(41% Contribution)



CIS
(11% Contribution)



Q1FY26 Profitability

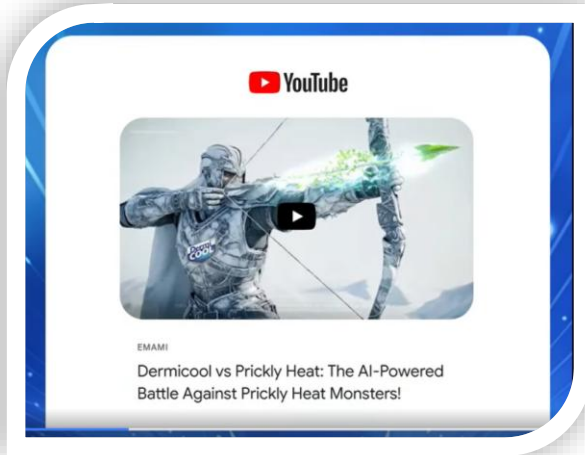
₹ cr	Revenues 904	Gross Profit 628	A&P Spends 180	EBIDTA 214	PAT 164
Growth	Flat	+2%	-2%	-1%	+9%
% to Revenues	69.4%	19.9%	23.7%	18.2%	
Change	+170 bps	-40 bps	-20 bps	+160 bps	

Consolidated Financials

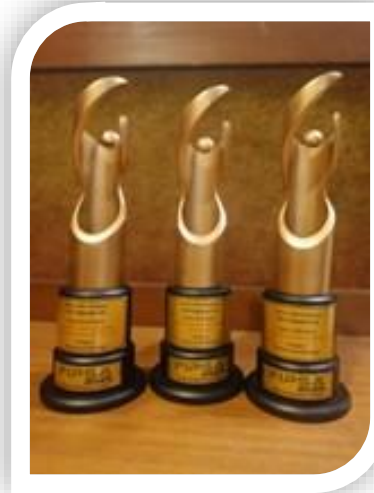
₹ in crore

Particulars	Q1FY26	%	Q1FY25	%	Growth	FY25	%
Net Sales	893.1	98.8%	896.5	98.9%	-0.4%	3,765.1	98.8%
Other Operating Income	11.0	1.2%	9.6	1.1%	14.6%	44.1	1.2%
Revenue from Operations	904.1	100.0%	906.1	100.0%	-0.2%	3,809.2	100.0%
Materials Cost	276.5	30.6%	293.0	32.3%	-5.6%	1,194.2	31.4%
A&P	179.8	19.9%	183.7	20.3%	-2.1%	694.0	18.2%
Staff Cost	119.5	13.2%	111.1	12.3%	7.6%	447.0	11.7%
Admin and other expenses	114.2	12.6%	101.8	11.2%	12.1%	448.8	11.8%
EBIDTA	214.2	23.7%	216.5	23.9%	-1.0%	1,025.1	26.9%
Other Income	21.6	2.4%	10.5	1.2%	106.3%	68.1	1.8%
Interest	2.4	0.3%	2.1	0.2%	18.3%	9.3	0.2%
Amortisation of acquired TM's/ brands	22.8	2.5%	23.2	2.6%	-1.9%	92.6	2.4%
Depreciation/Amortisation of other assets	21.7	2.4%	21.2	2.3%	2.4%	85.7	2.2%
PBT before share of Profit /Loss of associate	188.9	20.9%	180.5	19.9%	4.7%	905.7	23.8%
Share of Profit /(loss) of associate	(2.1)	-0.2%	(2.1)	-0.2%	0.9%	(11.8)	-0.3%
PBT	186.8	20.7%	178.4	19.7%	4.7%	893.9	23.5%
Tax	22.5	2.5%	27.8	3.1%	-19.0%	91.1	2.4%
Profit After Tax	164.3	18.2%	150.6	16.6%	9.1%	802.7	21.1%
Non controlling interest	(0.0)	0.0%	(2.0)	-0.2%	-99.9%	(3.7)	-0.1%
Profit for the Period	164.3	18.2%	152.6	16.8%	7.6%	806.5	21.2%

Awards & Accolades



Dermicool AI ad featured in the global list of YouTube Best of Advertisements under India.



Received three prestigious FIPSA-2025 Responsible Packaging Awards, organized by the Federation of Indian Packaging Standards and the National Institute of Design, Madhya Pradesh



Received the Silver Award at the 22nd CII National Circle Competition under the "Quality Improvement" category.



Thank you