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# Emami to speed up global growth by entering new markets: Chairman

Our Bureau  
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Amid volatile geopolitical environment, FMCG major Emami Ltd said on Friday it plans to speed up its growth in international business by entering new markets and strengthening presence in the existing markets.

The personal care and healthcare maker is on the look out for strategic acquisitions as all its past acquisitions are yielding results.

“With inflation tapering, interest rates moderating and rural sentiment on the mend, we believe the operating environment will become more conducive. Add to this, a strong forecast for monsoons and Income Tax benefits for the middle class, we expect to see a revival in demand in the coming quarters,” said Emami Ltd Chairman RS Goenka during his speech at the 42nd AGM. On the international business, Goenka said as the company expands into new regions, its strategy focuses on creating



Emami Ltd Chairman  
RS Goenka

innovations catering to local consumer preferences. “We have scaled up local manufacturing for international markets to around 80 per cent, enabling us to meet demand efficiently and respond quickly to market shifts. Today, 85 per cent of our international workforce is made up of local talent, helping us connect better with local cultures and work more efficiently,” he pointed out.

Emami’s international operation has a presence in over 70 countries. “Despite challenges across all the markets, Bangladesh, Russia, Nepal and a few other countries, we have delivered very good growth, and we con-

tinue to demonstrate that kind of growth in the times to come,” said NH Bhansali, CEO, Finance, Strategy and Business Development and CFO. “We do not have a great presence in the US markets. So, we don’t expect any major impact there,” said Bhansali, adding that in Bangladesh the company is expected to witness good growth going forward, as consumption demand remains “very good” despite “some smaller turbulence and currency challenges”.

He said Boroplus is the leading antiseptic cream in CIS and Russia, while Navratna is a top-selling cool oil in Bangladesh.

### ‘BOLD MOVES’

“You will be happy to note that in FY25, we have adopted some bold moves of strategic brand transformations, not just by making cosmetic changes, but reshaping the brand’s growth strategy to match evolving consumer expectations and the company’s business goals,” said Goenka.