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ROOTED IN LEGACY
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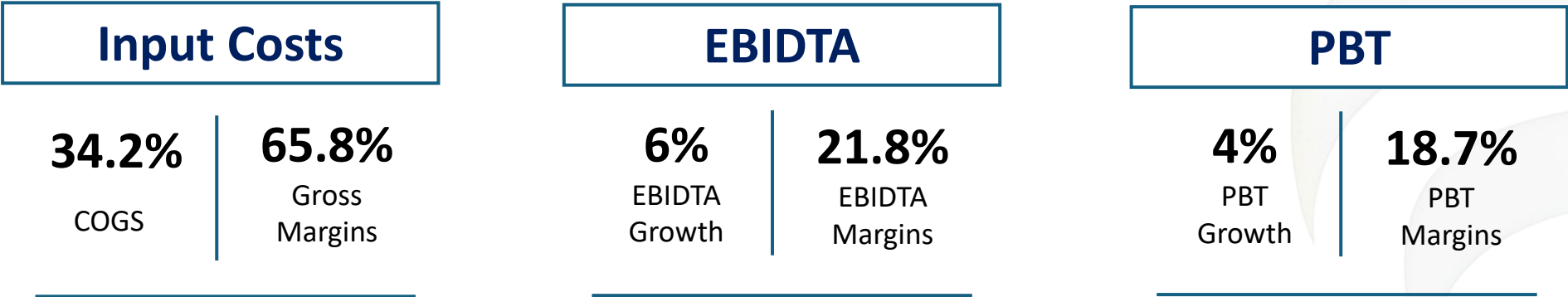
Integrated Annual Report 2025-26

Emami* LIMITED

Q1FY27 Performance Update

4th August 2026

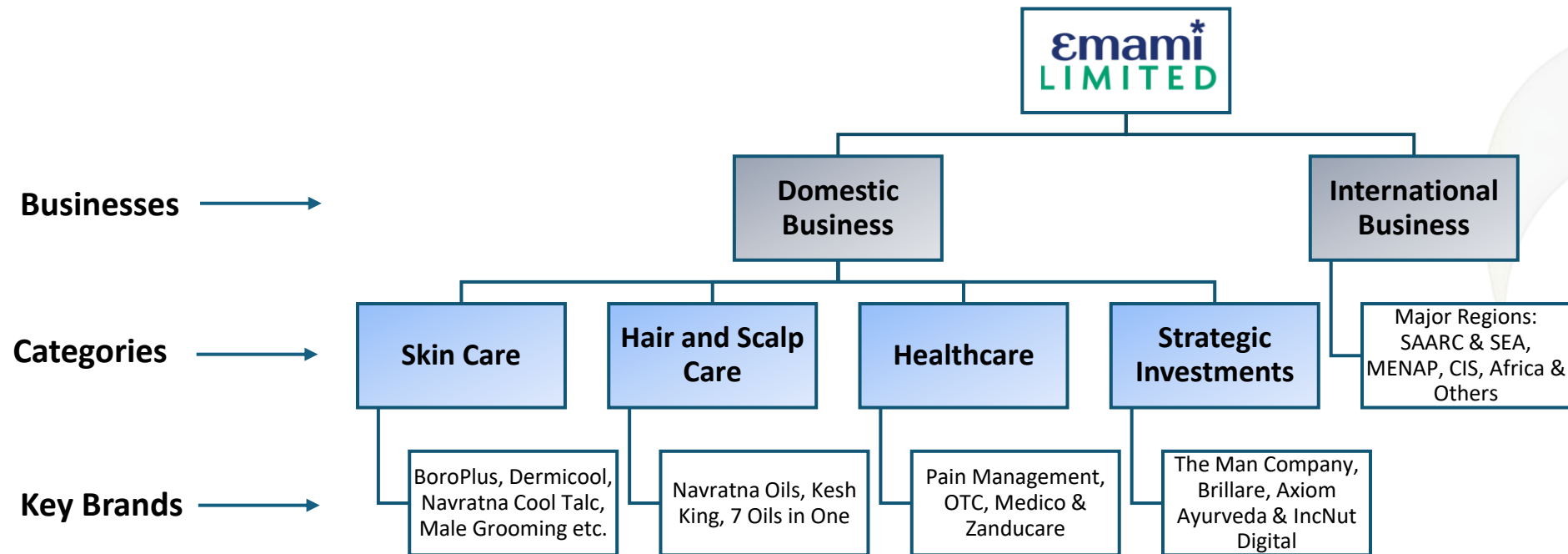
Q1FY27 Performance Overview



Note: Financials of Axiom Ayurveda and IncNut Digital have been consolidated in the Q1FY27 results, with Axiom considered for the full quarter and IncNut w.e.f. 1st June 2026, in line with their respective dates of acquisition.

**Like to like growth considering previous year revenues in the same period of Axiom Ayurveda and IncNut Digital*

Enhancing Disclosure Framework: Transition to Category-Led Reporting



Q1FY27 Business Performance

	Domestic Business				International Business
	Hair and Scalp Care	Skin Care	Health Care	Strategic Investments	International Business
Net Sales	₹ 271 cr	₹ 246 cr	₹ 232 cr	₹ 160 cr	₹ 122 cr
Contribution %	30% (to Domestic %)	27% (to Domestic %)	26% (to Domestic %)	18% (to Domestic %)	12% (to Consol %)
Y-o-Y Growth	11%	3%	2%	61%*	-12%
Key Brands					

*Like to like growth considering previous year revenues in the same period of Axiom Ayurveda and IncNut Digital

Hair and Scalp Care

Navratna Cool Oils

- Delivered double digit growth
- Strategic focus on LUP's and ₹10 SKU, helped improve penetration
- Launched new campaign featuring Kapil Sharma, Aakash Gupta and Tridha Choudhury
- Digital-First Media Engine: Delivered 421 Mn+ impressions
 - Amplified the GARMI campaign (28 Mn+ impressions),
 - 70+ influencer-led content assets generating 4 Mn+ views
 - 6.6 Mn+ engagements through the Navratna Laughter Relief comedy property on JioHotstar.

Kesh King

- Grew in mid-single digits
- High-decibel media support with strong emphasis on digital and OTT platforms
- Regional influencer programs executed across MH, WB, AP/Telangana, Bihar and Jharkhand

7 Oils in One

- Recorded remarkable growth momentum, driven by strong consumer demand
- Introduced 350ml SKU in MT.
- Accelerated consumer engagement through influencer collaborations, reels, user-generated content

+11%

Y-o-Y Sales Growth in Q1FY27

30%

Contribution to Domestic Business



Talc & Prickly Heat Powder

- Mid-single digit growth despite uneven summer conditions
- **Navratna Cool Talc**
 - New TVC featuring Varun Dhawan and David Dhawan reinforced the “Cooling + Fragrance” proposition; Separate TVC launched to sharpen rural relevance.
 - YouTube cohort-led communication delivered 2.4 Mn reach
 - 100+ influencer activations generated 2.1 Mn views
- **Dermicool**
 - New TVC featured relatable cohorts facing prickly heat in slice-of-life situations.
 - YouTube campaign generated 4 Mn reach
 - Dermicool HER influencer campaign delivered 3 Mn views across 50+ creatives.
 - Scaled trials of Soaps and Shower Gels with 8.7 lakh samples in GT, MT and Qcomm



Smart and Handsome

- Posted low single digit growth
- Sunscreen and masks showed encouraging traction in e-com and MT, with improving MoM velocities.

+3%

Y-o-Y Sales Growth in Q1FY27

27%

Contribution to Domestic Business

BoroPlus

- Sales grew in low single digits
- Strong growth in Lotions and Aloe Vera Gel



Zandu Healthcare Range

- Near double digit growth led by OTC range
- Strong growth in Zandu Nityam, Mugdha Rasa, Zandu Ayurvedic Cough Syrup and Zandu Honey etc.
- Strengthened prescription franchise under Medico range through deeper doctor engagement
- Zanducare accelerating portfolio pivot towards high-growth preventive healthcare categories (gut health, diabetes care);
- Drove consumer engagement digital campaigns, influencer collabs, sampling programs, mela activations, bus branding, retail visibility initiatives and rural outreach campaigns etc.

Pain Management Range

- Performance impacted by delayed monsoons, particularly across western regions
- Fast Relief maintained steady traction with focused outlet coverage across metros.
- Strong consumer engagement executed through consumer offers, Home to Home campaign, chemist visibility drives, sampling in religious gatherings, focus drives, participation in marathons etc.
- Zandu Roll On extensive outreach executed across IPL screenings, concerts, colleges and corporate parks - influencer campaigns generated 5.7 mn views

+2%

Y-o-Y Sales Growth
in Q1FY27

26%

Contribution to
Domestic Business



Strategic Investments

The Man Company

- Expanded consumer acquisition via Qcom sampling, gifting activations and retail footprint expansion
- Launched Lightening Lip Balm, Moisturizing Lip Balm and Beard Oil

Brillare Science

- Rosemary franchise generating 35% repeat purchase rates
- Built a high-volume influencer-led content flywheel, generating ~1,400 posts p.m. with strong engagement rates

Axiom Ayurveda

- Became a subsidiary w.e.f. 1st Apr'26
- Executed a Pilgrimage Circuit OOH strategy across pilgrimage routes
- Introduced category-first Shikara Branding on Dal Lake, Kashmir

IncNut Digital

- Consolidated from Jun'26
- Strengthened D2C conversion through multi-benefit and regimen-led communication
- Built marketplace and Qcom capabilities through dedicated leadership hiring

+3.6x

Reported Sales Growth in Q1FY27

+61%

Like to Like Sales Growth in Q1FY27

18%

Contribution to Domestic Business



THE MAN COMPANY



BRILLARE®



Axiom



IncNut DIGITAL



International Business

- Ongoing West Asia conflict, supply-chain bottlenecks and inflationary pressures impacted sales
- MENAP remained relatively resilient despite conflict
- Implemented calibrated price increases to mitigate inflationary and freight cost pressures
- Rationalized trade spends and exercised strict cost discipline
- Focused on range selling and distribution productivity, strengthening throughput
- Continued investment in innovation and premiumization, with launches including Creme 21 face-care extensions, Navratna Tonic, Smart & Handsome beard care in GCC and skincare extensions in Bangladesh

-12%

Y-o-Y Sales Growth
in Q1FY27

12%

Contribution to
Consol. Business

Launches in Q1FY27



Creme 21 Xtra Clear Range



Creme 21 Xtra New Face Wash Range



Creme 21 Xtra Bright NPD's



Navratna Hair Tonic & Navratna Plus Hairfall Control Cooling Oil



Smart and Handsome Beard & Face Oil and Facewash

Key Consumer Connect Initiatives - ATL



Launched Navratna Special Champi campaign with Kapil Sharma starring Aakash Gupta and Tridha Choudhury, enhancing youth relevance and driving trials through modern, relatable and humor-led communication.



Launched New TVC featuring Varun Dhawan and David Dhawan reinforcing the "Cooling + Fragrance" proposition.



New TVC focused on Rural Audience for Navratna Cool Talc Re.1 sachet



Rosemary Marketing Campaign for Brillare



The Man Company Vitamin C Facewash Influencer Campaign



Celeb approved marketing campaign for Vedic



Launched Influencer Campaign for Navratna generating 4 Mn+ Views across 70+ assets



Influencer Campaign for 7 Oils in One



Released 2 Bhojpuri songs for Navratna Extra Thanda generating 4.1 mn views on YouTube

Key Consumer Connect Initiatives - BTL

Participation in Fairs and Festivals



Champi demos at Reliance Outlets



Farmer Contact Programme with Branded Zone



Bus and Auto hood branding



Women's day activity



Train Branding



MT Visibility



Sampling



Shikara Branding on Dal Lake



Q1FY27 Consolidated Financials

₹ in crore

Particulars	Q1FY27	%	Q1FY26	%	Growth over PY	FY26	%
Net Sales	1,030.1	99.1%	893.1	98.8%	15.3%	3,745.3	99.1%
Other Operating Income	9.1	0.9%	11.0	1.2%	-17.1%	34.2	0.9%
Revenue from Operations	1,039.2	100.0%	904.1	100.0%	14.9%	3,779.5	100.0%
Materials Cost	355.2	34.2%	276.5	30.6%	28.5%	1,138.0	30.1%
A&P	203.4	19.6%	179.8	19.9%	13.2%	739.2	19.6%
Staff Cost	135.7	13.1%	119.5	13.2%	13.6%	479.1	12.7%
Admin and other expenses	118.7	11.4%	114.2	12.6%	3.9%	459.5	12.2%
EBIDTA	226.2	21.8%	214.2	23.7%	5.6%	963.6	25.5%
Other Income	18.5	1.8%	21.6	2.4%	-14.3%	85.1	2.3%
Interest	5.6	0.5%	2.4	0.3%	130.3%	11.1	0.3%
Amortisation of acquired TM's/ brands	18.8	1.8%	22.8	2.5%	-17.6%	88.5	2.3%
Depreciation/Amortisation of other assets	24.0	2.3%	21.7	2.4%	10.4%	88.9	2.4%
PBT before share of Profit /Loss of associate	196.3	18.9%	188.9	20.9%	3.9%	860.3	22.8%
Share of Profit /(loss) of associate	(1.6)	-0.2%	(2.1)	-0.2%	-23.9%	(4.1)	-0.1%
Exceptional Items	-	0.0%	-	0.0%		(10.1)	-0.3%
PBT	194.7	18.7%	186.8	20.7%	4.3%	846.1	22.4%
Tax Expense	55.8	5.4%	22.5	2.5%	147.7%	70.8	1.9%
Profit After Tax	138.9	13.4%	164.2	18.2%	-15.4%	775.3	20.5%
Non controlling interest	1.6	0.2%	(0.0)	0.0%		(0.0)	0.0%
Profit for the Period	137.3	13.2%	164.2	18.2%	-16.4%	775.3	20.5%

Awards & Accolades



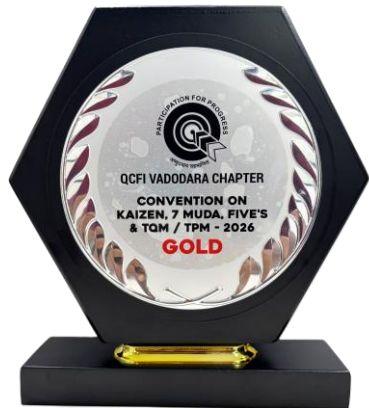
Received the **Golden Peacock National Quality Award 2026**, by the Institute of Directors (IOD), India recognizing outstanding commitment to quality management and business excellence



Pacharia Unit conferred with the **Greentech Energy Management Excellence Gold Award 2026** in the Industrial Energy Management category recognizing excellence in energy efficiency, sustainability and environmental stewardship.



Navratna Oil honored with the "Best Branded Content on OTT" award at the **MAA Awards 2026** by **Adgully** for "Navratna Laughter Relief," branded comedy series on Jio Hotstar



Masat Unit received the **Gold Award** by the **Quality Circle Forum of India**, Vadodara Chapter, for a Kaizen-driven productivity enhancement initiatives



Recognised at the **FIPSA 2026 Responsible Packaging Awards** by the Federation of Indian Packaging Standards and the National Institute of Design, for excellence in sustainable packaging innovation and consumer-centric design for 7 Oils in One Hair Mask (International Business) and Bio Compostable Polybags (Commercial Sustainability)



Pacharia Unit received the **Platinum Award** by the **CII Centre of Excellence** for Competitiveness at the 12th National Kaizen Competition 2026

Navratna

AYURVEDIC OIL

2 minute Special Champi
for Relief from



HEADACHE



TIREDNESS



TENSION

**CHAMPI
SPECIALIST**



Thank you