

Year: 2012-13

Turnover: Rs. 1699cr  
Net Profit: Rs. 315cr

One of the fastest homegrown FMCG Company in India with a 24% CAGR in topline for past 5 years

**Power Brands-** Boroplus Antiseptic cream, Navratna Oil, Zandu Balm, Fair and Handsome are market leaders in India in their respective categories

**Brand Ambassadors-** Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwal, Chiranjeevi, Surya, Jr. NTR, Govinda among others

Covers more than 40 lac retail outlets across India through 3000 distributors

Forbes Asia, ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founding fathers of Emami Group as 84th Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

Won the IMC Ramakrishna Bajaj National Quality Award 2012 for performance Manufacturing category

## Emami Q4FY13 Turnover and PAT grows by 13.2% and 29.9% FY13 Turnover and PAT grows by 16.9% and 21.6%

### HIGHLIGHTS (CONSOLIDATED)

- ❖ **13.2% growth in Net Sales at Rs. 451cr** during the fourth quarter. Growth for the year is 16.9% with net sales at Rs. 1699cr
- ❖ **Domestic sales at Rs. 375cr grew by 17.4%** during the quarter. Growth for the year is 20.7% with sales at Rs. 1437cr
- ❖ **PAT at Rs. 94cr grew by 29.9%** during the quarter. PAT at Rs. 315cr grew by 21.6% in the year.
- ❖ Announced dividend @ 800% i.e. Rs. 8/- per share resulting in dividend payout of 45%
- ❖ Bonus Issue of equity shares proposed in the ratio of 1 equity share against every 2 equity shares held by shareholder

**Kolkata, May 6, 2013** : The Board of Directors of Emami Limited met on Monday, May 6, 2013 to consider audited financial results of the company for the quarter and year ended March 31, 2013.

While turnover at Rs. 451 crores in the fourth quarter grew by 13.2%, EBIDTA at Rs. 100 crores grew by 21.5% and PAT at Rs. 94 crores grew by 29.9% respectively over the corresponding quarter in previous year.

For the full financial year, turnover at Rs. 1699 crores grew by 16.9%; EBITDA at Rs. 347 crores grew by 17.0% and PAT at Rs. 315 crores grew by 21.6% respectively.

Domestic business continued its robust growth in the fourth quarter also. It grew by 17.4% with revenues at Rs. 375 crores. It grew by over 20% for the full year as a whole. All Power Brands viz. BoroPlus, Navranta, Zandu and Fair & Handsome contributed to this growth. Healthcare Division comprising of the OTC, ethical and generic products also registered strong growth. International business was marginally low due to lower off take in CIS, Russia and African markets coupled with correction of inventory at distributors' level as also for discontinuance of low margin products in Africa.

With aggressive marketing campaigns Navratna Oil market share increased around 150bps YoY to 55% during the year. Boroplus Antiseptic cream market share at 74% also gained around 40bps this year.

With increased emphasis, improved visibility and focused execution, the Modern Trade business has registered a strong growth of 40% during the year. The direct rural business has also shown a strong growth of 31% in the year which is now contributing around 26% of the total revenues.

**Year:** 2012-13

**Turnover: Rs. 1699cr**

**Net Profit: Rs. 315cr**

One of the fastest homegrown FMCG Company in India with a 24% CAGR in topline for past 5 years

**Power Brands-** Boroplus Antiseptic cream, Navratna Oil, Zandu Balm, Fair and Handsome are market leaders in India in their respective categories

**Brand Ambassadors-** Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor, Bipasha Basu, Sachin Tendulkar, MS Dhoni, Pt Birju Maharaj, Virendra Sehwal, Chiranjevi, Surya, Jr. NTR, Govinda among others

Covers more than 40 lac retail outlets across India through 3000 distributors

Forbes Asia, ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – the two founding fathers of Emami Group as 84th Richest Persons in India

Listed among the Fortune 500 India's largest corporations by profitability

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings

Won the IMC Ramakrishna Bajaj National Quality

**Mr Naresh H Bhansali, CEO – Finance, Strategy & Business Development** added:

“Alike last year, we have again delivered another year of strong volume-driven growth based on an aggressive and profitable growth strategy. Growth has been witnessed across all the key categories with equally strong margins. All our power brands have been reporting strong and consistent performance despite various challenges of the macro-economic environment and input price pressures. We have been able to mitigate these challenges over the quarter through a lot of internal optimization, sustained sales momentum, judicious price increases and effective cost management initiatives. Consumer sentiment in both the rural and the urban sector also continued to be positive which helped in maintaining a robust top-line growth. More focus on experiential marketing, category penetration and availability through strong distribution has resulted in a good domestic growth, especially in the rural sector.”

**MARKETING :**

- Relunched pain relieving ointment ‘Fast Relief’ with improved Super Fast *Cheetah* formula with 5 sports celebrities : Gautam Gambhir, Saina Nehwal, Mary Kom, Sushil Kumar & Vijendra Singh
- New ‘*Suraksha Chakra*’ TVC campaign for Zandu Balm rolled out
- Vasocare Lip Moisturizer with advanced formulae was launched along with aggressive campaign for the entire Vasocare range

Further, thrust has been put on increasing rural distribution and penetration under project “Swadesh”.

**CELEBRITY ENDORSEMENTS :**

Renowned celebrities such as **Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor, Madhuri Dixit, Bipasha Basu, Sunny Deol, Junior NTR, Malaika Arora Khan, Chiranjevi, Mahesh Babu, Rajpal Yadav** etc. and Sporting personalities comprising **Sachin Tendulkar, M.S. Dhoni, Virendra Sehwal, Saurav Ganguly, Harbhajan Singh, Zaheer Khan, Saina Nehwal, Mary Kom, Sushil Kumar** etc have endorsed Emami products from time to time.

**STRONG R & D** :Strong R & D spearheaded by Padmashree Vaidya Suresh Chaturvedi and eminent Ayurvedacharyas and experts from India and abroad strives to deliver innovative and effective products.

For further information, please contact:  
Mahasweta Sen  
Emami Ltd @ +919836292392