



Emami Manufacturing Units for ZANDU HEALTHCARE BRANDS at Vapi & Masat gets WHO-GMP QUALITY CERTIFICATION

- ~Receives CoPP for around 40 Ayurvedic Products manufactured in these units
- ~Certification endorses superior quality of Zandu brand of Ayurvedic Products
- ~ Gains niche competitive advantage for exporting Zandu Ayurvedic products globally

Kolkata, 23rd December 2020: Two plants of **Emami Limited**, located at Vapi and Masat in Gujarat, producing range of its healthcare portfolio products under the brand name of **Zandu**, have been accredited with **WHO-GMP and Certificate of Pharmaceutical Products (CoPP)** for more than 40 Ayurvedic products with a validity for 3 years.

India has almost 9000 manufacturing units of Ayurvedic products out of which only a handful of companies have achieved this quality benchmarking of WHO-GMP. After receiving WHO-GMP with CoPP in 2017 for 11 products under the Zandu brand, it is a rare feat achieved by the Company to have received the same for its 2 manufacturing units and more than 40 products under the Zandu umbrella in 2020.

As per **World Health Organization (WHO)**, about 80% of the global population prefers to use traditional medicine for their health. Considering a wide variation in knowledge level and quality consciousness in this regard across nations, WHO, after due cross-country deliberations, has identified three attributes of quality, safety and efficacy and issued a detailed guideline of **Good Manufacturing Practices (GMP)** to ensure an uniform quality benchmark for these traditional medicines. Accreditation of the manufacturing facility and **Certificate of Pharmaceutical Products (CoPP)** are the two steps in the WHO-GMP guideline after stringent inspection and review of Processes, SOPs, Quality Management Systems and other important documents.

Speaking on this occasion, **Mr. Harsha V. Agarwal, Director, Emami Limited** said, “Many countries have provided official recognition to AYUSH but WHO-GMP and CoPP are mandatory for registration. It is due to this reason that many Indian companies despite having good number of products are not able to export ayurvedic healthcare products outside India. Issuance of WHO GMP to the Emami units and CoPP for more than 40 such products under our Zandu brand umbrella, is a recognition and global testimony of the superior quality, safety and efficacy of our 100+ year old brand. Besides authenticating the quality of our Zandu brand of Ayurvedic



products, this certification also provides Emami a unique competitive edge for exporting them and realizing the potential of the global awareness of AYUSH to take its traditional natural goodness to a wider world-wide consumer base.

In the wake of COVID pandemic, the world has noticed the benefits of Indian Ayurvedic medicines in enhancing immunity and lowering mortality in India compared to other nations afflicted with this virus. Boosted by the patronage of the Government of India, the efficacy of AYUSH products have received the world's attention triggering a higher global demand and opening a wider export opportunity. In this context, WHO-GMP and CoPP are extremely important global quality benchmarking and facilitators in realizing the export potential of AYUSH products.

In India, WHO-GMP and CoPP for individual products is granted by Drugs Controller General of India after joint inspection of the unit, evaluation of manufacturing facility and quality of raw material and product by representatives from CDSCO (Central Drug Standards Control Organization), Ministry of Health & Family Welfare as well as Ministry of AYUSH.

About Emami Ltd

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

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.5 million retail outlets across India through its network of ~ 3200 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 10% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Katrina Kaif, Madhuri Dixit, Kar eena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Tiger Shroff, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Please visit www.emamiltd.in for further information.
