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● LOW-UNIT, BRIDGE PACKS IN FOCUS

Emami plans to counter inflation with packaging

MITHUN DASGUPTA
Kolkata, September 9

AMID INFLATIONARY PRES-SURES, FMCG major Emami will put emphasis on 'packaging innovations', especially for low-unit packs (LUPs) and bridge packs, to boost sales amongst the lower-end consumers.

1 The health and personal care maker is now 'increasingly looking' at direct-to-consumer (D2C) and business-to-business (eB2B) segments with an overall focus on digital space after it saw a doubling of e-commerce revenue in the last financial year. The company also intends to stay 'deeply invested' in its core area of Ayurveda.

"In e-commerce, the direct-to-consumer segment is expected to have a \$100 billion addressable market by 2025 as per industry estimates. Your company is nimble enough to capitalise on this consumer transition towards convenience driven platforms. With an overall focus on digital business, we are now increasingly looking at D2C and eB2B segments," chairman RS Goenka told shareholders during Emami's 39th annual general meeting on Friday.

Goenka said the company has launched D2C websites for brands like Zandu, Kesh King and BoroPlus. It launched and

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R S GOENKA,
CHAIRMAN, EMAMI



marketed a range of e-commerce-specific products and digital first brands like 'Onion' range under Kesh King, 'Gold and Therapy' range under Navratna and more than 20 healthcare products under the Zanducare D2C platform in FY22.

Notably, the company's e-commerce revenues doubled and contributed 5.5% to its domestic business last fiscal as against 2.8% in the previous fiscal.

Goenka said emphasis will be there on packaging innovations, especially for LUPs and bridge packs, to drive up con-

sumption amongst the lower-end consumers amidst increasing inflation. Also, there will be focus on analytics and technology in sales, and distribution will be further strengthened to drive the business ahead.

Talking to *FE* last month, Naresh Bhansali, CEO-finance, strategy and business development, Emami, had said inflationary impacts on demands for FMCG products were there in both rural and urban markets. "There has been a growth in demand for FMCG products, but it's not as high as we would have liked," Bhansali had stated.