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# Emami bets on digitisation for e-comm boost

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**Kolkata:** The e-commerce business of FMCG major Emami has grown 82% during the last financial year and 303% over the last three years. This business is now accounting for 9.3% of its total domestic net sales.

"The company has not only digitised its sales and

**Emami expects its margins to "bounce back" this fiscal as the company does not foresee any cost pressure ahead with inflation moderating**

distribution but sourcing as well. While increased e-commerce strengthened the company's top line, the digitisation of the back-end strengthened the bottom line by reducing systemic waste and plugging systemic inefficiency," said Harsh V Agarwal, vice chairman and MD of Emami.

He added that Emami

expects its margins to "bounce back" this fiscal as the company does not foresee any cost pressure ahead with inflation moderating. For the last fiscal, the company's Ebitda margin stood at 25.3% compared to 29.8% in the year-ago period.

"The outlook at Emami continues to be positive. With inflation moderating, we do not foresee any cost pressures ahead; margins are likely to bounce back during the current year. With the rural outlook continuing to be sound, we are confident of good growth from the personal care and healthcare businesses," said Agarwal in the firm's annual report for FY23, which was released on Tuesday.

The company's international business seemed to have "stabilised" and was projected for healthy double-digit growth. "We invest for the long term and we will continue investing across e-commerce, modern trade, international business, people and distribution etc," added Agarwal.