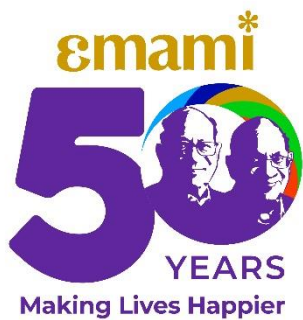




Emami Marks Golden Milestone, accomplishes 50 Glorious Years

Kolkata/ National, 14th December 2023 — **Emami Group**, one of the leading diversified business conglomerates in India, proudly **marks its 50th anniversary**, commemorating **five decades of delivering happiness to the nation**. The celebration reflects the remarkable journey of Emami from a humble beginning of a personal care product manufacturing company in the by-lanes of Kolkata to a Rs 30,000 cr business conglomerate employing around 25,000 people across the world, embodying the spirit of Indian entrepreneurship. The Emami Group was founded in the mid-70s in Kolkata, West Bengal by two childhood friends **Mr. R S Agarwal** and **Mr. R S Goenka**, who embarked on a courageous entrepreneurial journey that marked the inception of Emami.



With a 50-year history in background, Emami has grown to be a trusted brand in India. Its journey is marked by significant milestones and achievements, reflecting qualities like Courage, Tenacity, Spirit of Togetherness, Trust, and Care. Emami, known for touching the lives of its consumers and spreading happiness, is well known for its Innovative, Differentiated and Disruptive offerings. Present in 70 countries across SAARC, MENAP, SEA, Africa, Eastern Europe, and the CIS countries, Emami is

acknowledged as a global brand with values rooted in India.

Established in 1974, Emami, under the visionary leadership of R S Agarwal and R S Goenka, started with a modest capital. Thereafter, Emami as a brand has grown from strength to strength – a journey that has been marked by pivotal landmarks - launch of flagship products like **BoroPlus (1982)**, **Navratna (1989)**, and **Fair and Handsome (2005)**. Noteworthy turning points encompass acquisition of **Zandu in 2008** and that of business of **Kesh King in 2015**. The philosophy of "Innovation," where capabilities are driven through world-class innovation based on deep consumer insight, has propelled Emami to its present stature. Further, the Group's major business decisions of diversification into businesses of **edible oil and food, paper, pharma retail, leisure retail, real estate, contemporary art** and **sports** where it has etched its leading positions successfully over the years, reflects its vision for growth. Emami's evolution over time is also exhibited through its business approach of being present in dynamic new age categories offering high growth potential through strategic investments. The brand's resilience in the face of challenges, its disruptive approach to business, and the tenacity with which it has pursued its goals exemplify the spirit of Indian entrepreneurship.

On the occasion of the beginning of 50 years celebration, the Emami Group formally unveiled a special Logo showcasing the legendary founders and the Group's vision - '*Making Lives Happier*'. As one of the initiatives of this momentous occasion, the Emami Group has also commissioned a sculpture titled '**The Earth Keeper**' at **HIDCO ECO Park, Kolkata**, representing the spirit of leadership, shared identity, the environment and hope that resonates with what Emami stands for. Crafted by



renowned artist and sculptor **Jagannath Panda**, the bronze installation features a deer with a hoof on a stack of books titled "Encyclopaedia of Desire," symbolizing human materialistic desires' environmental cost. Birds on the antlers signify collective refuge-seeking, advocating unity in addressing ecological challenges. Through commissioning of this unique artwork, the Group endeavours to present the city a symbolic structure that adds value to its surroundings.

Mr. Aditya V Agarwal and Mr. Mohan Goenka, Promoter Directors, Emami Group, said *"We are extremely proud to celebrate this landmark year of Emami. This achievement reflects our journey of delivering happiness and consumer delight through our exceptional products and services. It also highlights our commitment to India and its growth. We are grateful for the trust and support all our stakeholders including customers, partners, and employees have placed on us over the years, and we look forward to many more years of this home grown success story to continue. Our commitment to deliver innovative and effective products at competitive prices has been a driving force for Emami throughout its five-decades of journey."*

To celebrate its completion of 50 years milestone in 2024, the Group has planned many other activities over the next few months. With the concept of protecting its legacy, the Group is setting up a **Legacy-cum-Experience Centre** on the lines of a museum spread over 5,000 sq ft in Kolkata to showcase its journey as an inspirational experience for the future. **A Book on Emami** will also be published on this occasion. The Group will host other initiatives such as an **Art camp** and a **Conclave** where the Group will felicitate people who have played a significant role in its journey. The conclave will also host **Talk Sessions** by eminent speakers on the 50 year celebration theme – *'Making Lives Happier'*.

As Emami looks forward to many more years of delivering growth to the nation, it remains a beacon of inspiration for aspiring entrepreneurs and a symbol of the indomitable spirit of the Indian business landscape.

About Emami Group

Emami Group, is a diversified business conglomerate, generating employment for around 25,000 employees. The Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd** -The flagship entity of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome and Kesh King.; **Edible Oil and Food – Emami Agrotech** – 2nd largest edible oil refinery in India with a capacity of 12000 TPD. The Company has also forayed into various other categories of food business of spices and processed food; **Paper - Emami Paper Mills** - India's largest newsprint manufacturer with recent diversification in multi layered paperboard; **Writing Instrument - CRI Ltd** - World's 2nd largest ball point tip manufacturer; **Realty – Emami Realty** - A leading real estate company with prestigious projects viz. Emami City, Urbana, South City etc in Kolkata, Emami Tejomaya in Chennai, Emami Aerocity in Coimbatore and Emami Nature in Jhansi; **Retail –Emami Frank Ross and Starmark** - Largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India; **Contemporary Art - Emami Art and Kolkata Centre for Creativity** - One of the largest creative centres and art galleries in India.

For more information, please visit www.emamigroup.com

Issued by:

Mahasweta Sen, Head – Corporate Communication

Emami Group | Email: mahasweta.sen@emamigroup.com

For further information, contact :

LINTAS CONTACT



For further information, please contact : (PUT LINTAS CONTACT DETAILS)