

Date: 25<sup>th</sup> October, 2017

The Secretary  
The National Stock Exchange of India Ltd.  
Exchange Plaza, Plot No. C/1, G. Block  
Bandra Kurla Complex, Bandra (E)  
Mumbai - 400 051

The Secretary  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai - 400 001

The Secretary  
The Calcutta Stock Exchange Limited  
7, Lyons Range  
Kolkata - 700 001

Dear Sir,

**Sub: Press release**

Enclosed please find the Press Release issued in relation to Unaudited Financial Results of the Company for the Second Quarter and Half Year Ended 30<sup>th</sup> September 2017.

This is for your information and record.

Thanking you,

Yours faithfully,  
**For Emami Limited**



**A.K. Joshi**  
Company Secretary & VP- Legal  
(Encl. : As above)

Year: 2016-17

Turnover: ₹ 2,533 cr

Cash Profit: ₹ 649 cr

One of the fastest home-grown FMCG Company in India with a 13% CAGR in topline for past 5 years

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

**Brand Ambassadors-** Amitabh Bachchan, Pt Birju Maharaj Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza among others

Covers more than 40 lac retail outlets across India through 3,200 distributors

Forbes India , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – founders of Emami Group as 84<sup>th</sup> Richest Persons in India. However, if considered one, the ranking would go upto 38<sup>th</sup> position.

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

Listed among the SUPER 50 by Forbes India in 2015 & 2016

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

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

# EMAMI POSTS HEALTHY PROFITABLE VOLUME LED GROWTH IN Q2FY18

## Q2FY18 HIGHLIGHTS (CONSOLIDATED)

- ❖ **14%** growth in Revenues (including GST/ VAT) with volume growth at **10%**.
- ❖ Domestic Revenues (including GST/ VAT) grew by **14%**.
- ❖ EBIDTA grew by **15%**.
- ❖ PAT grew by **49%**.
- ❖ **Robust pace of Innovations:** Launched Fair and Handsome Laser 12 Advanced Whitening and Multi Benefit Cream, Diamond Shine Luxury Crème Hair Colour and BoroPlus Zero Oil Zero Pimple Face Wash during the quarter.

**Kolkata, October 25<sup>th</sup>, 2017:** The Board of Directors of Emami Limited met on Wednesday, October 25, 2017 to consider the unaudited financial results of the company for the second quarter and half year ended September 30, 2017.

Despite a challenging business environment, the company reported steady growth during the quarter delivering a robust volume growth of 10% with total revenues (including GST/ VAT) growing by 14%. While the domestic business grew by 14%, International business also grew by 22%. Destocking in CSD and wholesale channel disruption however continues.

In the Domestic Business, BoroPlus, Navratna, Pain Management Range and Male Grooming range grew in double digits. During the quarter the company continued its focus on innovation by launching **Fair and Handsome Laser 12 Advanced Whitening and Multi Benefit Cream**, a premium whitening face cream for men with 12 power benefits. The company also launched **Diamond Shine Luxury Crème Hair Colour**, an ammonia free hair colour enriched with Diamond Serum and 11 Ayurvedic Herbs & Conditioners and **BoroPlus Zero Oil Zero Pimple Face Wash**,

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enriched with Multani Mitti and Neem extracts to stop recurrence of pimples. Bollywood celebrities- Hrithik Roshan, Shilpa Shetty and Kriti Sanon have been roped in to promote these new launches respectively.

On the financial front, EBIDTA at ₹ 201 cr grew by 15% and PAT at ₹ 99 cr grew by 49%. Gross margins stood at 67.3%, EBIDTA margins at 32.1% and PAT margins at 15.7% in Q2FY18.

## INTERNATIONAL BUSINESS

Although global business environment remained volatile and challenging, International Business delivered a growth of 22% in Q2FY18 led by SAARC, CIS and Africa. Further, Emami continued to gain market shares across majority of its portfolio.

### Mr Mohan Goenka, Director, Emami Limited said:

“After a challenging Q1 faced with GST apprehensions resulting in substantial wholesale destocking, in the second quarter, we have recovered significantly. Both topline and bottomline have registered handsome growth at around 14% and 49% respectively. Post GST, the wholesale channels are yet to recover completely from the impact, which we expect to improve in the 2nd half of the year. International business is also back on track riding on the base effect of last year's performance. The SAARC regions and Africa did particularly well.”

### Mr Harsha V Agarwal, Director, Emami Limited said:

“The overall industry environment is showing the early signs of recovery with stabilisation of the post GST scenario. Amidst this, all our brands have also performed quite satisfactorily in the 2nd quarter of this fiscal. BoroPlus, Navratna along with the Pain Management and Male Grooming range have registered good growth in this quarter. The overall performance of the healthcare portfolio has been satisfactory. This quarter, we have launched some innovative and interesting products like BoroPlus Zero Oil Zero Pimple Facewash, Emami Diamond Shine Crème Hair Colour and Fair and Handsome Laser 12. We expect these new launches to receive encouraging consumer response in the days ahead.”

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## AWARDS

**He On The Go Waterless Face Wash** received 2 prestigious awards for its campaign "The Flying Basin" -

- ✓ Engage 2017 - Best Practices Award for 'Video Content for Marketing & Promotion' by Public Relations Society of India, Kolkata Chapter
- ✓ Indian Content Marketing Award - Best Content Marketing Launch/Relaunch' category award by Exchange4media.

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## 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.

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 million retail outlets across India through its network of 3,200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

With a market cap of around Rs. 25,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit [www.emamiltid.in](http://www.emamiltid.in) for further information.

## **For further information, please contact :**

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