

EMAMI LIMITED

new ideas, better results

FINANCE PROJECT BY:

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*"making people healthy
and beautiful naturally"*

- Emami Limited is one of the fastest growing ayurveda focused , health , beauty and personal care product companies in INDIA today.
- The vision of this company is to cater to the consumers' needs and their inner craving for a better life ,with the help of nature ,both in INDIA and abroad.

EMAMI LIMITED

- Type Public limited company
- Industry FMCG
- Founded 1974
- Headquarters Kolkata, West Bengal
- Founders R S AGARWAL
R S GOENKA
- Products hair care,soaps, lotions,
talcum powder
- Revenue Rs 14 billion(2011-12)

POWER BRANDS UNDER EMAMI LIMITED

- Boroplus antiseptic cream: It holds no.1 position in the market with a market share of 66.5%
- Navratna Oil: It holds the no 1 market position in the cooling oil segment with a market share of 50.1%



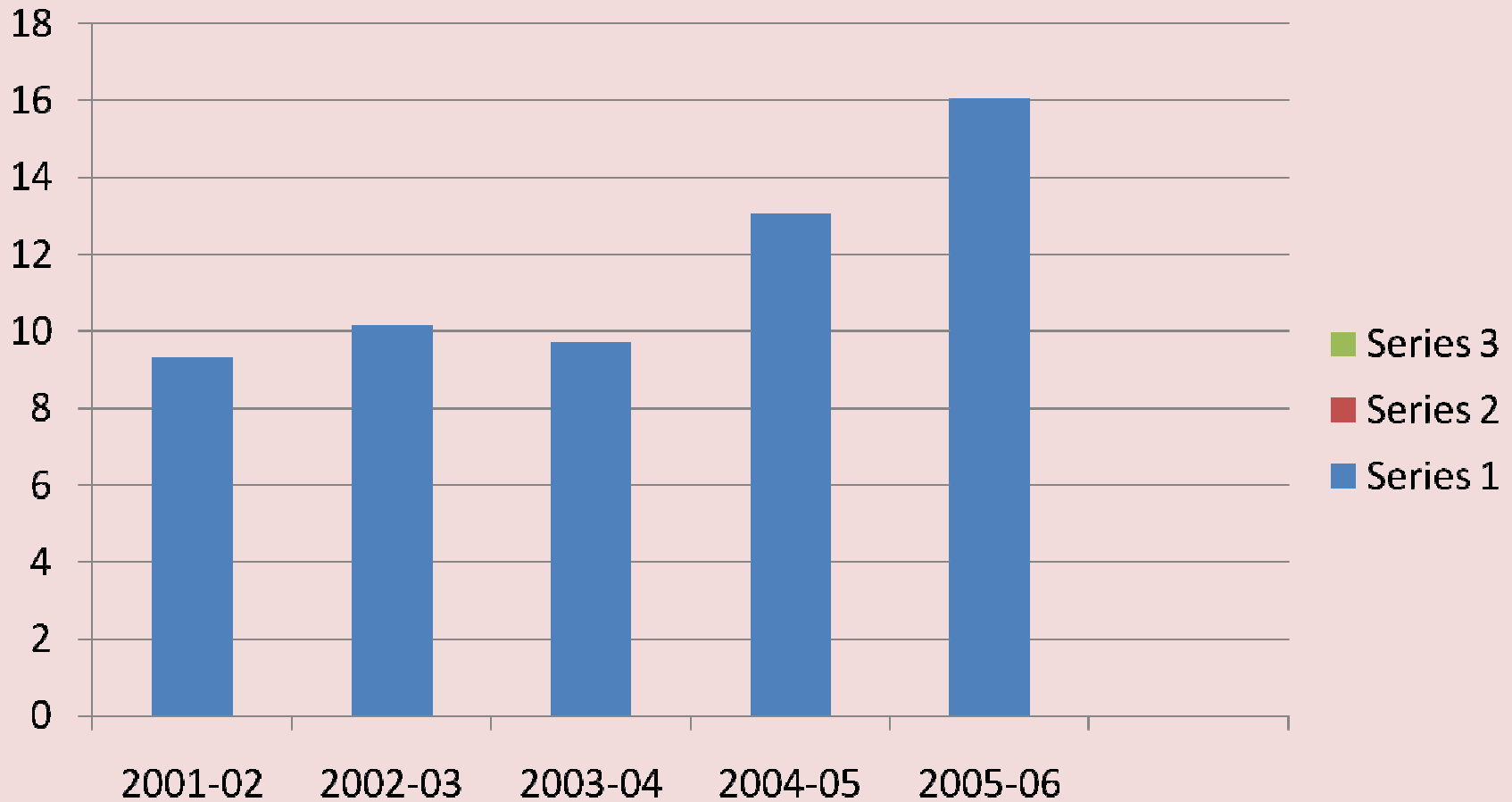
- Fast Relief: This is a successful brand holding 8.4% market share.
- Sona Chandi Chyawanprash: This brand of Emami limited is one of the most consumed FMCG goods with a market share of about 8.6%



- Boroplus prickly heat powder: The biggest n powerful brand of Emami limited is this indeed. It holds a market share of 21.8%.
- Many more products such as Fair and Handsome, Navratna Cool Talc and Boroplus anti-pollution face wash are capturing the market at a very fast pace.



NET PROFIT MARGIN(%)



KEY NEWS

- # 1 in the cooling oil segment with NAVRATNA OIL.
- # 1 in the antiseptic cream segment in INDIA, RUSSIA, UKRAINE with Boroplus.
- # 1 and pioneer in the fairness cream for men segment with Fair and Handsome.
- # 1 in the pain management category with Zandu Balm, Mentho plus Balm and Fast Relief

- Navratna,Zandu balm and Boroplus are amongst India's top 100 brands(Brand Equity Survey)
- Total portfolio of over 260 diverse products.
- 100 Emami products are sold every second across the world.
- There are 63 countries where Emami products are sold.
- Over 3000 direct distributors covering every town in INDIA with a population of over 20000.

OTHER MARKET PLAYERS

- Various competitors of Emami Ltd include:
- Hindustan Unilever Limited
- Dabur India
- Gillette India
- Godrej India
- Colgate-Palmolive(INDIA) Ltd.

MERGERS AND ACQUISITIONS

- Emami limited has the following subsidiaries:
- Emami Paper Mills Ltd
- CRI Ltd
- South City Projects(Kolkata) Ltd
- Emami Biotech Ltd
- Emami Cement Ltd
- AMRI Hospitals
- Emami Retail Pvt Ltd



THANK YOU



emami*