



emami limited

Date: 31st January, 2019

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,

Pursuant to Provision of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith copy of Presentation on Company's Overview.

The aforesaid information is also is also disclosed on the website of the company www.emamiltd.in

This is for your information and records.

Thanking you,

Yours faithfully,
For Emami Limited

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



INSTANT FAIRNESS WITH EVERY WASH

Fair And Handsome Instant Fairness Face Wash™ is specially formulated to work on men's tough skin. Now, look fresh and instantly fair, every time.^^



**IN JUST ONE SPLASH,
I LOOK FAIR AND FRESH**

VIDYUT JAMMAL

www.fairandhandsome.net

5 WAY BRIGHTNESS BOOSTERS™

- OIL REMOVAL†
- DIRT REMOVAL
- SWEAT CLEANSING
- REFRESHED FEEL
- INSTANT FAIRER LOOK

*Based on clinical study conducted on healthy men volunteers in April 2014.
^Based on Consumer Study. †Cleanses excess facial oil.

FAIR AND HANDSOME

FAIRNESS FACE WASH

Q3FY19 Performance Update

31st January 2019



Making people healthy & beautiful, naturally

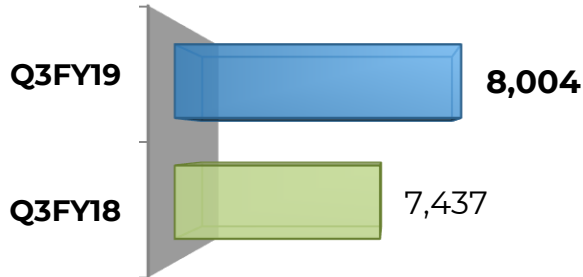
Q3 & 9MFY19 Snapshot (Consolidated)



₹ in Millions

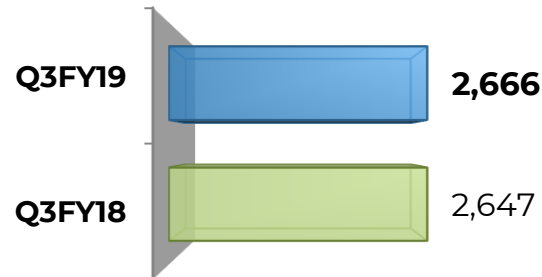
Net Sales*

+ 8 %



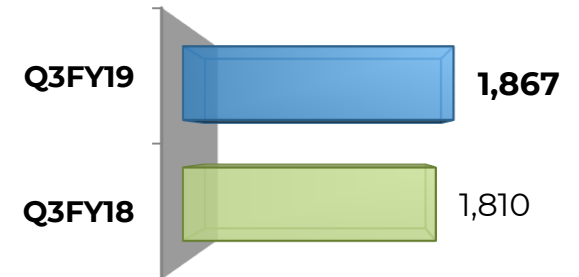
EBIDTA

+ 1 %



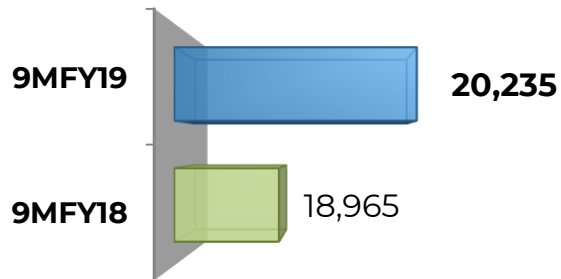
PBT (before Exceptional items)

+ 3 %



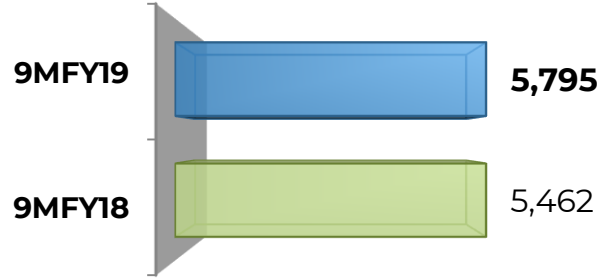
Net Sales*

+ 8 %**



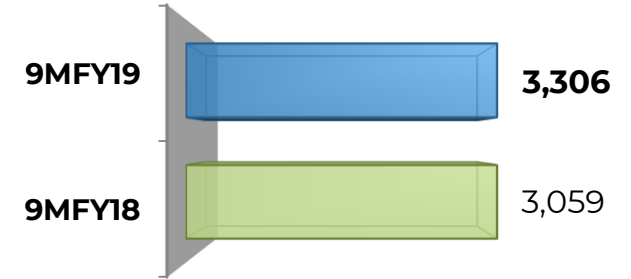
EBIDTA

+ 6 %



PBT (before Exceptional items)

+ 8 %



*Revenue from Operations (which includes Other Operating Income) at Rs. 8,109 mn grew by 7% in Q3FY19 and at Rs. 20,533 mn in 9MFY19 also grew by 7%.

**9MFY19 Net Sales is LTL growth (adjusted for GST in Q1)

₹ 9.8 cr incurred towards VRS paid in Q3 making PBT at ₹ 177 cr against ₹ 181 cr in PY

Business Performance

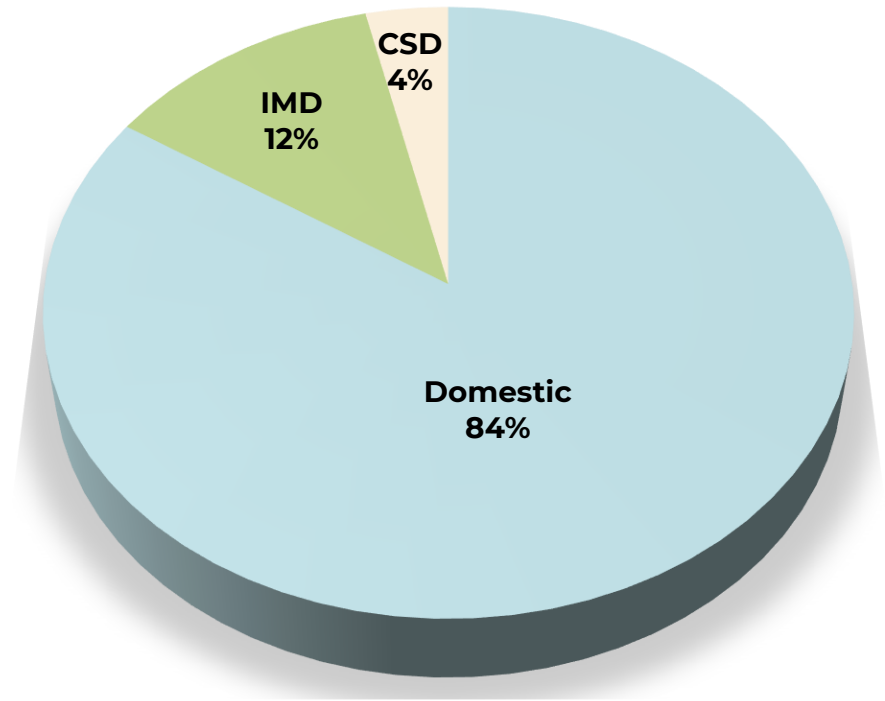


BUSINESS WISE NET SALES PERFORMANCE

■ 9MFY19 ■ Q3FY19



9MFY19 Business Wise Sales Split



*Note: 9MFY19 Domestic Net Sales is LTL growth (adjusted for GST in Q1)

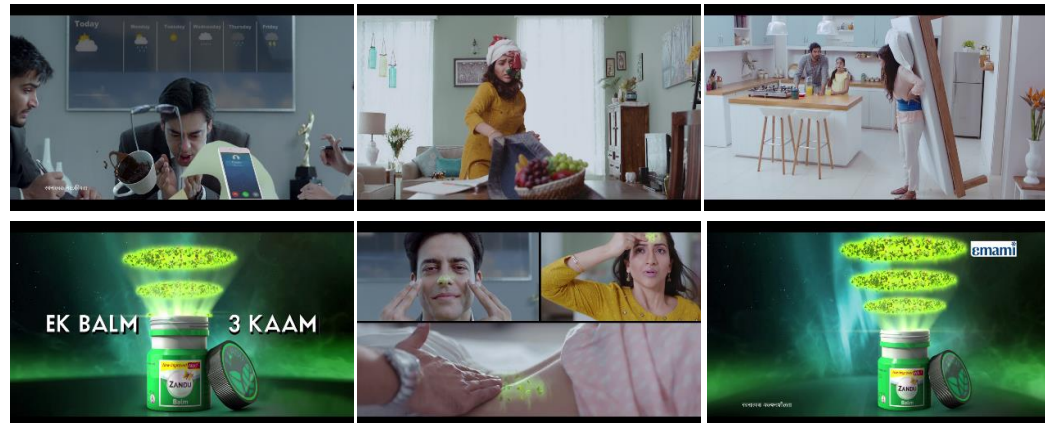
- ❑ Navratna grew by **10%** during the quarter and by **13%** in 9MFY19
 - Cool Oils Market Share (vol) at **66.1%** increased by **340 bps** in Q3FY19



Pain Management

- ❑ Pain management range grew by **6%** in Q3 and by **7%** in 9MFY19.
 - Balms maintained leadership in Q3FY19 with a market Share (vol) at **54.4%**

A new thematic campaign for Zandu Balm - **“Ek Balm Teen Kaam”** went live in Nov’18 with intent to build Zandu’s holistic expertise in Headache, Cold & Backache relief.



❑ BoroPlus range grew by **4%** in Q3. 9MFY19 sales were flat compared to previous year .

- Sales were impacted due to delayed winters.
- Antiseptic cream maintained leadership with a Market Share (vol) of **72.7%** in Q3FY19
- Brand Positioning of BoroPlus Total Results Moisturising lotion changed to “**BoroPlus Doodh Kesar Body Lotion**” to highlight the natural ingredients - milk and saffron.



7 Oils in One

❑ 7 Oils in One grew by **25%** in Q3 and by **32%** in 9MFY19.



Kesh King



- ❑ Kesh King range grew by **26%** in Q3 and by **12%** in 9MFY19.
 - Q3FY19 Market Share (vol) at **29.8%** grew by **260 bps**
- ❑ Kesh King relaunched in new premium look with comb applicator for targeted oil application.
 - Certified to be 2x more effective than other Ayurvedic Oils



Healthcare range

- ❑ Healthcare range grew by **18%** in Q3 and by **13%** in 9MFY19
 - Zandu Pancharishta grew by **30%** in Q3 and by **14%** in 9MFY19



Male Grooming



- ❑ Male grooming range declined by **2%** in Q3. However, it grew by **6%** in 9MFY19.
 - Fairness Creams maintained leadership with a Market Share (vol) of **63.7%** in Q3FY19
 - Face wash Market Share (vol) at **15.2%** grew by **50 bps** in Q3FY19
- ❑ Launched a new variant, **Fair and Handsome 5-In-1 Pimple Clear Instant Fairness Face Wash** in November, 2018.

FOR THE FIRST TIME, A FACE WASH FOR MAN WHICH GIVES INSTANT FAIRNESS AND REDUCES PIMPLES.

emami
FAIR AND HANDSOME
5-IN-1 PIMPLE CLEAR INSTANT FAIRNESS FACE WASH

WITH GREEN TEA

5 POWER BENEFITS FOR MEN'S TOUGH SKIN

- REDUCES PIMPLES
- FADES MARKS
- REMOVES EXCESS OIL
- GIVES REFRESHED FEEL
- INSTANT FAIRER LOOK

FAIR AND HANDSOME
FAIRNESS FACE WASH

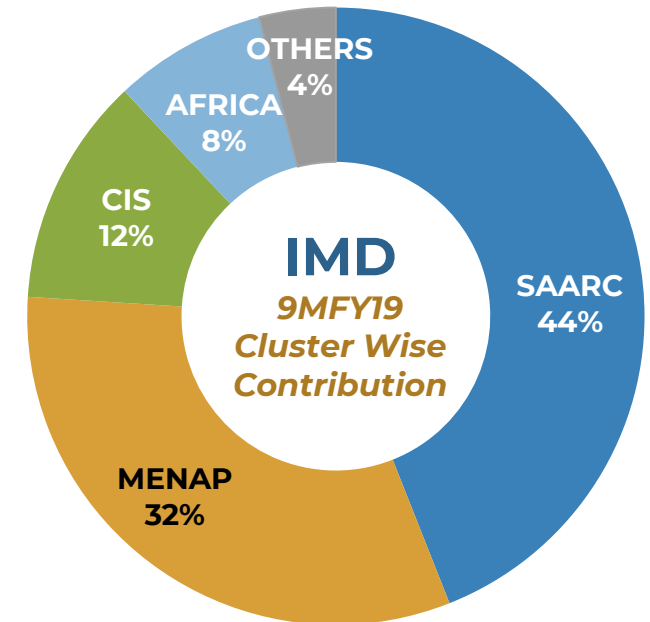
IN JUST ONE SPLASH, I LOOK FAIR AND FRESH
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*Based on clinical study conducted on healthy men volunteers in April 2014. *Based on Consumer Study. †Clears excess facial oil.

International Business

- ❑ Sales grew by **18%** in Q3 and grew by **9%** in 9MFY19.
- ❑ SAARC and MENAP regions performed well during the quarter.
- ❑ Market share gains for major brands across key geographies



- SAARC** South Asian Association for Regional Cooperation (Major countries – Bangladesh, Nepal, Sri Lanka etc.)
- SEA** South East Asia (Major countries – Malaysia, Myanmar & Singapore)
- MENAP** Middle East, North Africa & Pakistan (Major countries – UAE, Qatar, Oman, Kuwait, Bahrain etc.)
- CIS** Commonwealth of Independent States (Major Countries – Russia, Ukraine etc.)

Acquisition of Creme 21

- ❑ Acquired **Creme 21**, a German brand with strong roots & brand recall on 25th January 2019
- ❑ The brand offers skin care and body care products such as creams and lotions, shower gels, sun care range, men's range, etc.
- ❑ Strong presence in **Middle East** and other focus markets.
- ❑ Acquired at **< 1.5x of sales** and funded from internal accruals.
- ❑ Current sale at over **€8 mn** and gross margins of over **50%**
- ❑ The acquisition is expected to boost and complement Emami's international business & portfolio particularly in MENA, SAARC and Russian markets





Financial Analysis

Earnings analysis for Q3 & 9MFY19

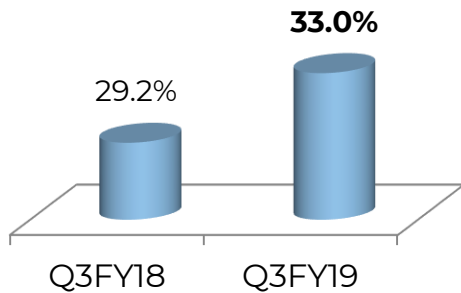
Q3FY19 Financial analysis



Cost of Goods Sold

(as a % of Sales)

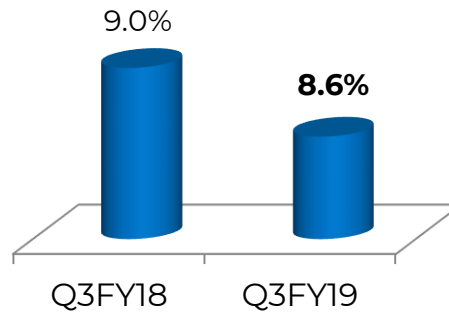
+ 380 bps



Staff Costs

(as a % of Sales)

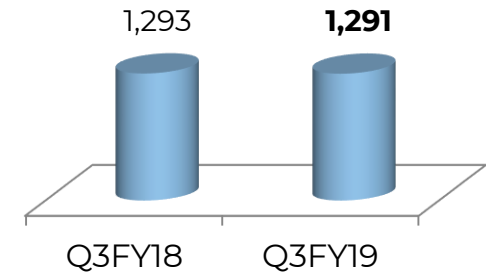
- 40 bps



A&P Spends

(₹ in Millions)

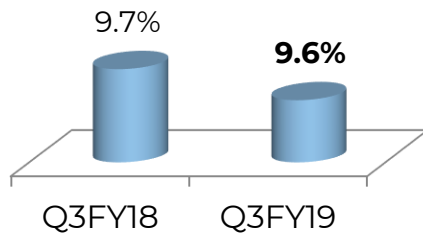
-120 bps



Admin & Other Exp

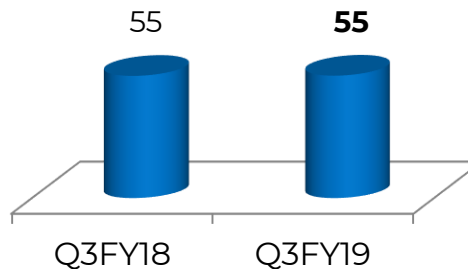
(as a % of Sales)

- 10 bps



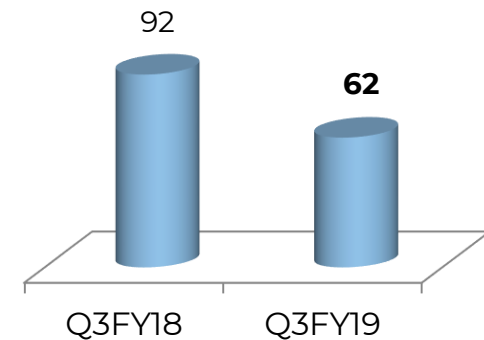
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)

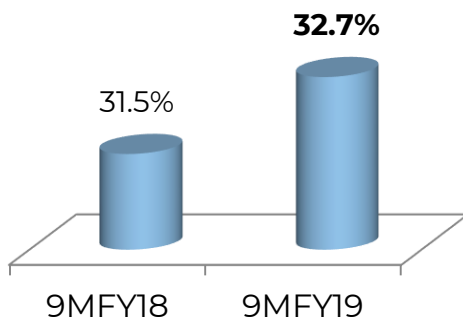


9MFY19 Financial analysis

Cost of Goods Sold

(as a % of Sales)

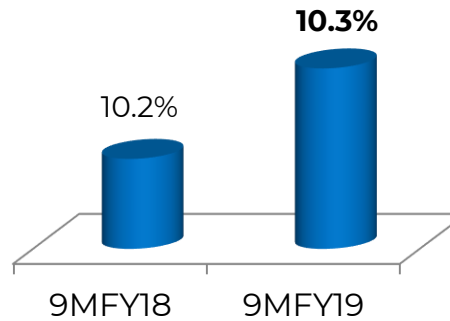
+ 120 bps



Staff Costs

(as a % of Sales)

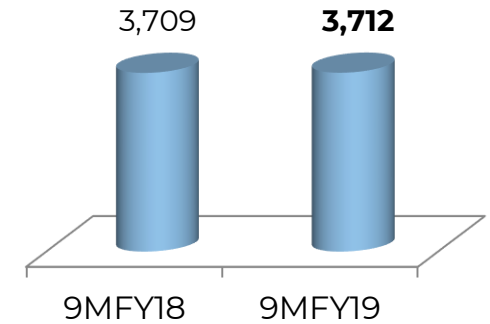
+ 10 bps



A&P Spends

(₹ in Millions)

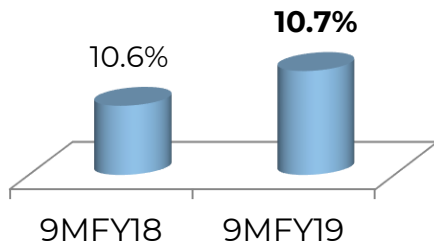
- 120 bps



Admin & Other Exp

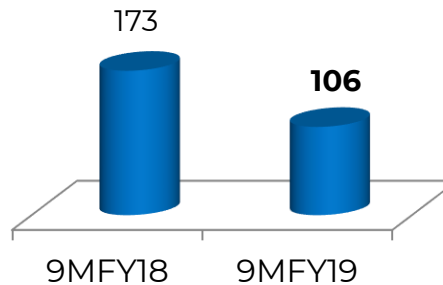
(as a % of Sales)

+10 bps



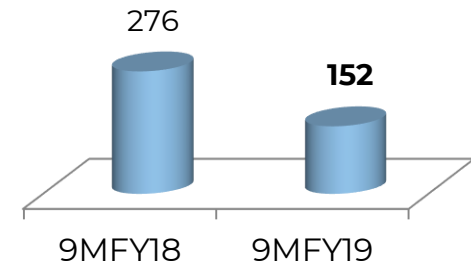
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)



Q3FY19 Summarized Financials



₹ in Millions

Particulars	Q3FY19	%	Q3FY18	%	Growth %	FY18	%
Net Sales	8,004.4	98.7%	7,437.0	98.3%	7.6%	25,000.1	98.4%
Other Operating Income	104.6	1.3%	130.9	1.7%	-20.1%	408.2	1.6%
Revenue from Operations	8,109.0	100.0%	7,567.9	100.0%	7.1%	25,408.3	100.0%
Materials Cost	2,677.3	33.0%	2,211.3	29.2%	21.1%	8,201.3	32.3%
A&P	1,290.7	15.9%	1,292.9	17.1%	-0.2%	4,696.0	18.5%
Staff Cost	698.8	8.6%	680.0	9.0%	2.8%	2,546.5	10.0%
Admn & Other Exp	775.9	9.6%	736.9	9.7%	5.3%	2,770.1	10.9%
EBIDTA	2,666.3	32.9%	2,646.8	35.0%	0.7%	7,194.4	28.3%
Other Income	55.3	0.7%	55.2	0.7%	0.2%	195.0	0.8%
Interest	62.3	0.8%	92.4	1.2%	-32.6%	343.1	1.4%
Amortisation of acquired TM's/ brands	614.6	7.6%	632.0	8.4%	-2.8%	2,435.8	9.6%
Depreciation/Amortisation of other assets	177.5	2.2%	167.7	2.2%	5.8%	672.8	2.6%
PBT before Exceptional Items	1,867.2	23.0%	1,809.9	23.9%	3.2%	3,937.7	15.5%
Exceptional Items	98.0	1.2%	-	0.0%	100.0%	-	0.0%
PBT	1,769.2	21.8%	1,809.9	23.9%	-2.2%	3,937.7	15.5%
Tax	386.2	4.8%	338.3	4.5%	14.2%	862.6	3.4%
PAT	1,383.0	17.1%	1,471.6	19.4%	-6.0%	3,075.1	12.1%
Share of Minority Interest & P/L of Associate	(5.5)	-0.1%	0.3	0.0%	-1933.3%	(3.7)	0.0%
PAT After Minority Interest & Associate	1,377.5	17.0%	1,471.9	19.4%	-6.4%	3,071.4	12.1%
Cash Profit (PAT + Dep. & Amortization)	2,169.6	26.8%	2,271.6	30.0%	-4.5%	6,180.0	24.3%
EPS - Rs.	3.0		3.2			6.8	
Cash EPS- Rs.	4.8		5.0			13.6	

9MFY19 Summarized Financials



₹ in Millions

Particulars	9MFY19	%	9MFY18	%	Growth %	FY18	%
Net Sales	20,235.0	98.5%	18,964.6	98.6%	6.7%	25,000.1	98.4%
Other Operating Income	298.0	1.5%	274.0	1.4%	8.8%	408.2	1.6%
Revenue from Operations	20,533.0	100.0%	19,238.6	100.0%	6.7%	25,408.3	100.0%
Materials Cost	6,722.4	32.7%	6,052.5	31.5%	11.1%	8,201.3	32.3%
A&P	3,712.0	18.1%	3,709.0	19.3%	0.1%	4,696.0	18.5%
Staff Cost	2,116.3	10.3%	1,966.3	10.2%	7.6%	2,546.5	10.0%
Admn & Other Exp	2,186.9	10.7%	2,048.9	10.6%	6.7%	2,770.1	10.9%
EBIDTA	5,795.4	28.2%	5,461.9	28.4%	6.1%	7,194.4	28.3%
Other Income	106.0	0.5%	173.4	0.9%	-38.9%	195.0	0.8%
Interest	151.9	0.7%	275.5	1.4%	-44.9%	343.1	1.4%
Amortisation of acquired TM's/ brands	1,834.7	8.9%	1,834.3	9.5%	0.0%	2,435.8	9.6%
Depreciation/Amortisation of other assets	608.5	3.0%	466.2	2.4%	30.5%	672.8	2.6%
PBT before Exceptional Items	3,306.3	16.1%	3,059.3	15.9%	8.1%	3,937.7	15.5%
Exceptional Items	98.0	0.5%	-	0.0%	100.0%	-	0.0%
PBT	3,208.3	15.6%	3,059.3	15.9%	4.9%	3,937.7	15.5%
Tax	729.0	3.6%	592.8	3.1%	23.0%	862.6	3.4%
PAT	2,479.3	12.1%	2,466.5	12.8%	0.5%	3,075.1	12.1%
Share of Minority Interest & P/L of Associate	(8.5)	0.0%	2.6	0.0%	-426.9%	(3.7)	0.0%
PAT After Minority Interest & Associate	2,470.8	12.0%	2,469.1	12.8%	0.1%	3,071.4	12.1%
Cash Profit (PAT + Dep. & Amortization)	4,914.0	23.9%	4,769.6	24.8%	3.0%	6,180.0	24.3%
EPS - Rs.	5.4		5.4			6.8	
Cash EPS- Rs.	10.8		10.5			13.6	



**Thank
you**