emami limited

Date: 8th August, 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 Performance update for the quarter ended 30th June, 2019.

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)

emami
creating wellness for all

emami limited
Making people healthy & beautiful, naturally

Q1FY20 Performance Update

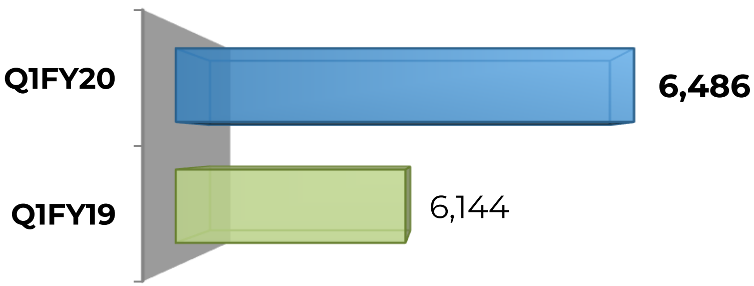
8th August 2019

Q1FY20 Snapshot (Consolidated)

₹ in Millions

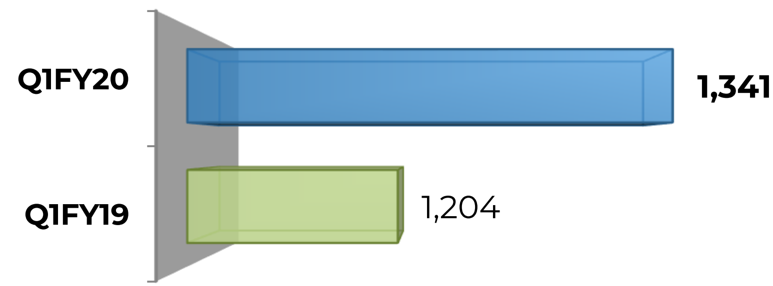
Revenue from Operations

+ 6 %



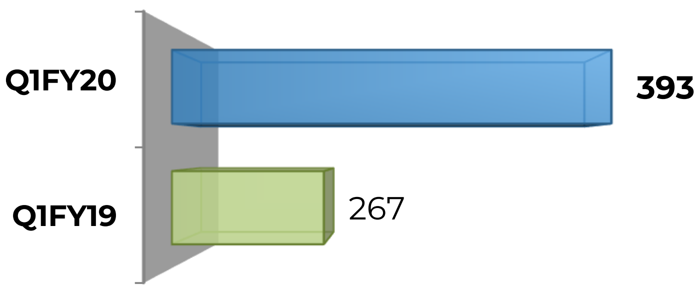
EBIDTA

+ 11 %



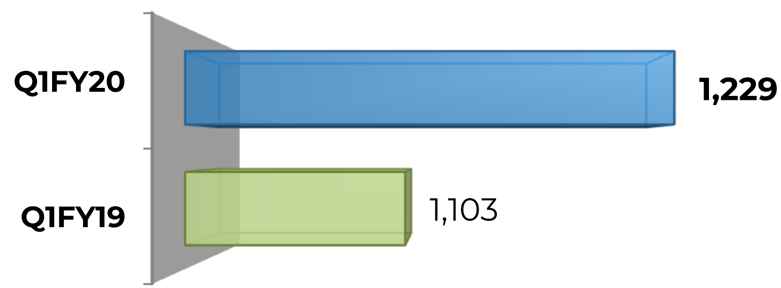
PAT

+ 47 %



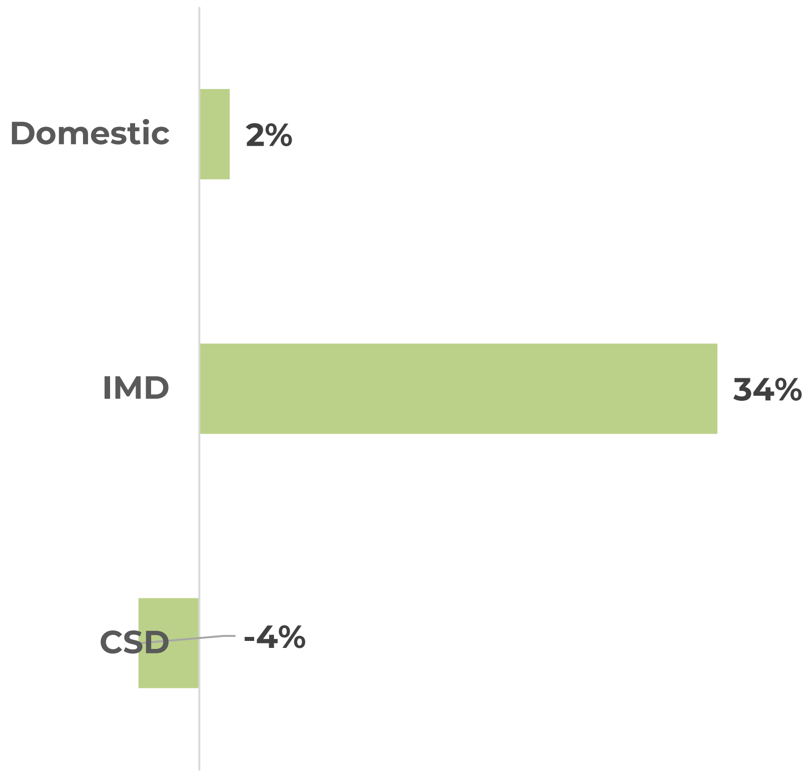
Cash Profit

+ 11 %

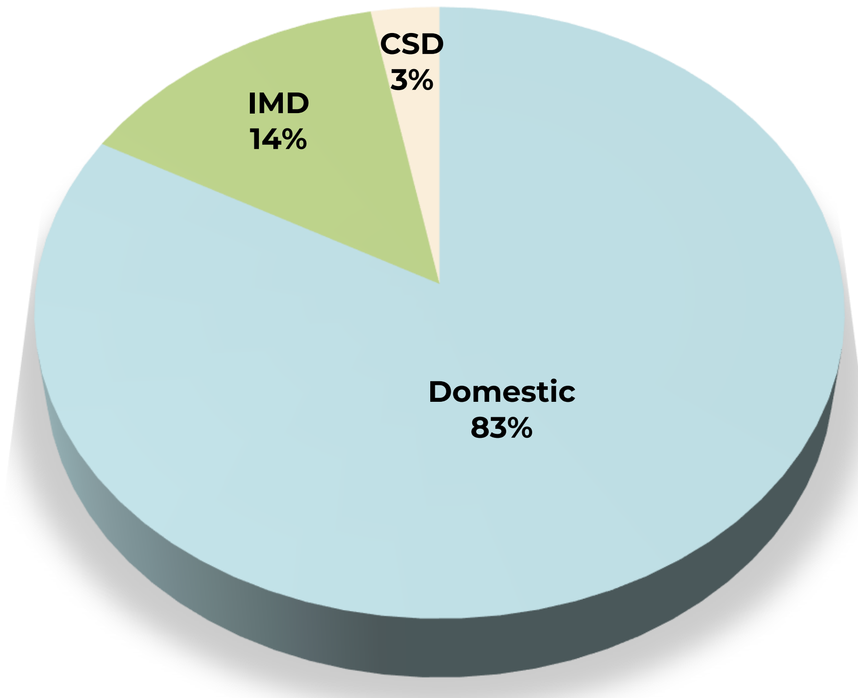


Business Performance

BUSINESS WISE SALES GROWTH



Q1FY20 Business Wise Sales Split



Navratna

- Navratna grew by **4%** on a high base of 19% growth in previous year (Q1FY19)
  - Cool Oils Market Share (vol) at **66.8%** increased by **60 bps** in Q1FY20
  - New TV Ad for Navratna Cool Talc featuring Varun Dhawan (targeting regular talc users) generated good consumer response

Kesh King

- ❑ Kesh King range grew by **30%** during the quarter

    - Ayurvedic Medicinal Oil Market Share (vol) at **26.0%** grew by **190 bps** in Q1FY20.

7 Oils in One

- ❑ 7 Oils in One grew by **31%** during the quarter
    - Launched a 300ml SKU

Pain Management

- Pain management range declined by **6%** during the quarter
    - High base of 39% growth in previous year (Q1FY19) impacted growth.
- Balms Market Share (vol) at **54.7%** increased by **130 bps** in Q1FY20
    - Mentho Plus Balm became # 2 balm brand (by volume) overtaking Amrutanjan

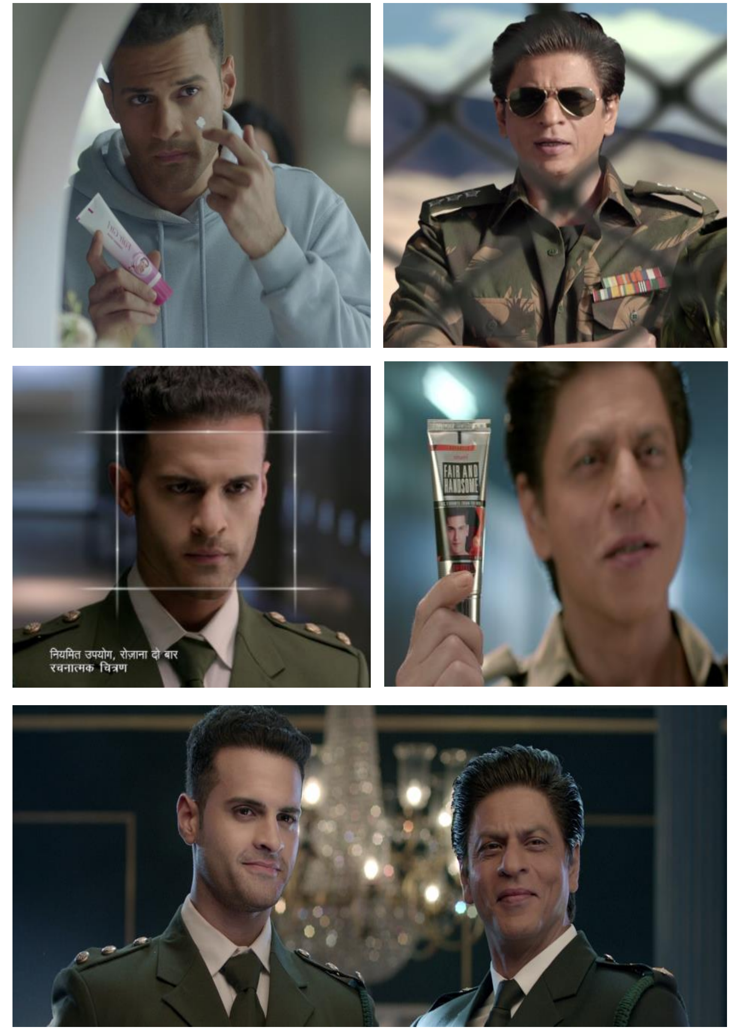
Male Grooming

- Male grooming range declined by **7%** during the quarter.

  - Fairness creams maintained leadership with a Market Share (vol) of **64.6%** in Q1FY20

  - Launched new thematic campaign for Fair and Handsome featuring superstar Shah Rukh Khan in an army context where as a mentor he helps the protagonist to evolve from a boy to a handsome man

  - Launched HE Magic Duo, a unique deodorant that packs two fragrances in one bottle



BoroPlus

- ❑ Q1, being the non-season, BoroPlus range declined by **7%** during the quarter
  - BoroPlus Antiseptic cream Market Share (vol) at **76.0%** increased by **80 bps** in Q1FY20

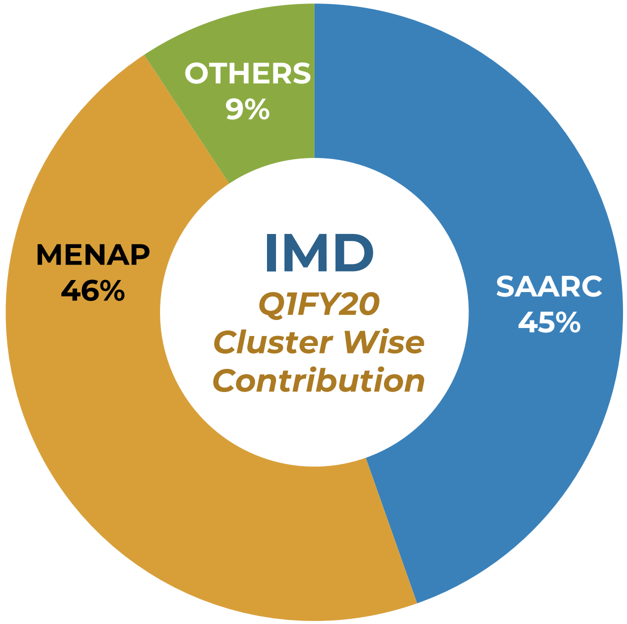
Healthcare range

- ❑ Healthcare range declined by **3%** during the quarter
  - High base of 28% growth in previous year (Q1FY19) impacted growth.
  - Nityam Range, Generics and Ethicals grew strongly

International Business

- Sales grew by **34%** during the quarter
  - Excluding Creme 21, sales grew by **10%**
  - SAARC and MENAP grew strongly

- **Market Shares gains continued across geographies-**
  - Bangladesh (Navratna, Fair and Handsome and 7 Oils in One)
  - UAE (Navratna and Fair and Handsome)
  - Russia (BoroPlus)



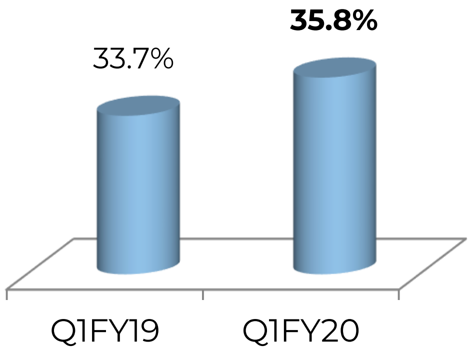
SAARC	South Asian Association for Regional Cooperation *(Major countries – Bangladesh, Nepal, Sri Lanka etc.)*
SEA	South East Asia *(Major countries – Malaysia, Myanmar & Singapore)*
MENAP	Middle East, North Africa & Pakistan *(Major countries – UAE, Qatar, Oman, Kuwait, Bahrain etc.)*
CIS	Commonwealth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

Q1FY20 Financial analysis

Cost of Goods Sold

(as a % of Sales)

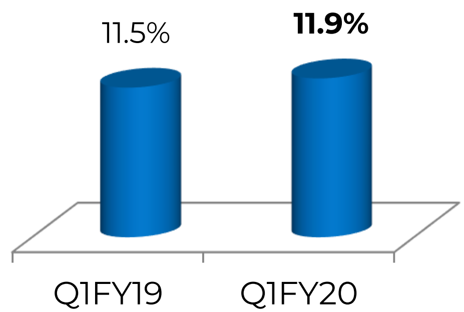
+ 210 bps



Staff Costs

(as a % of Sales)

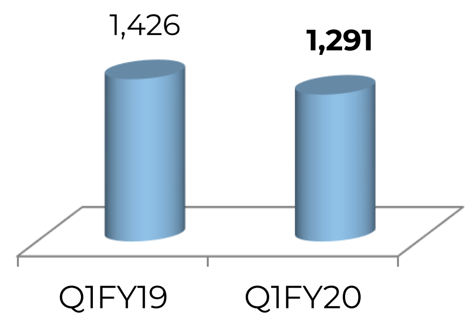
+ 40 bps



A&P Spends

(₹ in Millions)

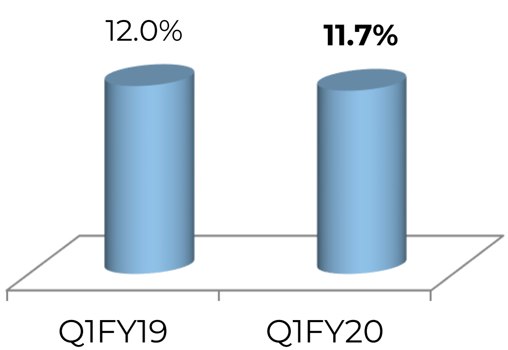
-330 bps



Admin & Other Exp

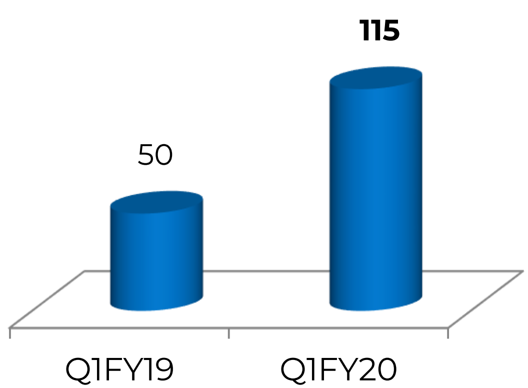
(as a % of Sales)

- 30 bps



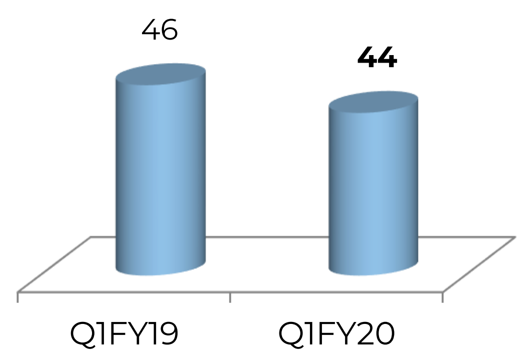
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)



Q1FY20 Summarized Financials

₹ in Millions

Particulars	Q1FY20	%	Q1FY19	%	Growth %	FY19	%
Net Sales	**6,385.2**	**98.4%**	**6,047.2**	**98.4%**	**5.6%**	**26,589.2**	**98.7%**
Other Operating Income	101.2	1.6%	96.6	1.6%	4.8%	340.2	1.3%
Revenue from Operations	**6,486.4**	**100.0%**	**6,143.8**	**100.0%**	**5.6%**	**26,929.4**	**100.0%**
Materials Cost	2,324.3	35.8%	2,073.1	33.7%	12.1%	9,230.1	34.3%
A&P	1,290.5	19.9%	1,426.3	23.2%	-9.5%	4,701.8	17.5%
Staff Cost	772.8	11.9%	703.6	11.5%	9.8%	2,797.2	10.4%
Admn & Other Exp	757.4	11.7%	736.4	12.0%	2.9%	2,945.0	10.9%
EBIDTA	**1,341.4**	**20.7%**	**1,204.4**	**19.6%**	**11.4%**	**7,255.3**	**26.9%**
Other Income	114.9	1.8%	50.4	0.8%	128.0%	365.9	1.4%
Interest	43.5	0.7%	45.8	0.7%	-5.0%	214.0	0.8%
Amortisation of acquired TM's/ brands	633.0	9.8%	606.9	9.9%	4.3%	2,485.0	9.2%
Depreciation/Amortisation of other assets	203.7	3.1%	229.5	3.7%	-11.2%	768.2	2.9%
PBT before Exceptional Items	**576.1**	**8.9%**	**372.6**	**6.1%**	**54.6%**	**4,154.0**	**15.4%**
Exceptional Items	-	0.0%	-	0.0%	0.0%	98.0	0.4%
PBT	**576.1**	**8.9%**	**372.6**	**6.1%**	**54.6%**	**4,056.0**	**15.1%**
Tax	176.9	2.7%	103.1	1.7%	71.6%	1,008.8	3.7%
PAT	**399.2**	**6.2%**	**269.5**	**4.4%**	**48.1%**	**3,047.2**	**11.3%**
Share of Minority Interest & P/L of Associate	(6.6)	-0.1%	(2.9)	0.0%	127.6%	(14.9)	-0.1%
PAT After Minority Interest & Associate	**392.6**	**6.1%**	**266.6**	**4.3%**	**47.3%**	**3,032.3**	**11.3%**
Cash Profit (PAT + Dep. & Amortization)	**1,229.3**	**19.0%**	**1,103.0**	**18.0%**	**11.5%**	**6,285.5**	**23.3%**
EPS - Rs.	*0.86*		*0.59*			*6.68*	
Cash EPS- Rs.	*2.71*		*2.43*			*13.85*	

Awards & Accolades

- Emami's Navratna "**Saarthi 2.0**" campaign, created a record and featured in the prestigious **Limca Book of Records, 2019** by training more than 10,000 drivers on road safety and safe driving across 12 states over 48 days.
  - The campaign also won the **Gold Trophy** at the **8th Edition of ACEF Awards 2019**.

- TRA Brand Trust Report™ , undertaken by Trust Research Advisory, ranked three brands among the **1000 Most Trusted brands** in the FMCG Category -
  - BoroPlus was ranked 18th
  - Emami was ranked 27th
  - Navratna was ranked 127th

Thank you