



emami* limited

Date: 27th January, 2021

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

Dear Sirs,

Pursuant to Provision of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith copy of Presentation and Press Release on Company's Performance in Q3FY21.

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

This is for your information and records.

Thanking you,

Yours faithfully,
For Emami Limited

Ashok Purohit
Assistant Company Secretary
(Encl. : As above)

emami*

INDIA KA APNA
DISINFECTANT

PROUDLY INDIAN

INDIA

NEW
BGV 24™
FORMULA
UPTO
24 HOURS
Protection* from
Germs



ALL SURFACE
SANITIZER



BATHROOM
CLEANER



FLOOR CLEANER



TOILET
CLEANER



DISH
WASH

NAYA EMAMI EMASOL

Get upto 24 hours protection from germs.

New Emami Emasol range of disinfectants with BGV 24™ technology. Keeps Bacteria, Germs and Virus away for upto 24 hours. Leaves your home, office, kitchen, bathrooms and high touch surfaces clean and hygienic. Proudly made in India for Swachh Bharat.



www.emasol.com | f | @


emami* limited

Making people healthy & beautiful, naturally

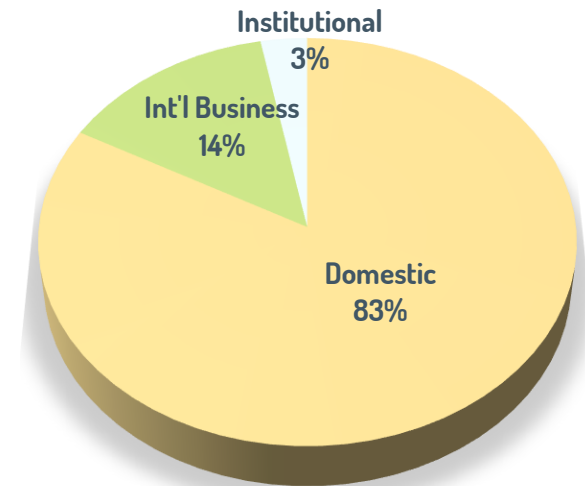
Q3FY21 Performance Update

27th January 2021

Q3 & 9MFY21 Revenues

Key Financials	Q3FY21 Growth	Q2 + Q3 Growth	9MFY21 Growth
• Domestic Business	16%	15%	2%
• International Business	26%	19%	7%
• Institutional Business	-27%	-18%	-23%
Consolidated Net Sales	16%	14%	2%
• Other Operating Income	-31%	-35%	-29%
Total Revenues	15%	13%	1%

Q3FY21 BUSINESS WISE SALES SPLIT



▶ 13% volume growth in Domestic Business in Q3FY21

Q3FY21 Profitability (Consolidated)

Key Financials	Q3FY21 Growth	Margins	Margin Growth
Revenues	15%	-	-
Gross Profit	19%	70.4%	+210 bps
EBIDTA	29%	36.4%	+390 bps
PAT	45%	22.4%	+460 bps
Cash Profit	32%	32.5%	+420 bps

- ▶ Margins increased due to stringent cost control measures and benign raw material prices.
- ▶ Highest ever EBIDTA margin of 36.4% in Q3

Q3FY21 Domestic Brandwise Performance

Key Brands	Q3FY21 Growth	Q2+Q3 Growth	9MFY21 Growth
Healthcare Range	38%	44%	39%
Pain Management Range	12%	21%	19%
Navratna Range	-12%	3%	-22%
Kesh King Range	16%	28%	7%
BoroPlus Range	21%	5%	7%
Male Grooming Range	5%	-11%	-37%
7 Oils in One	32%	21%	1%

New Launches in Q3FY21

5



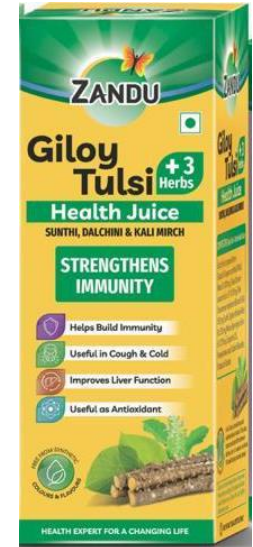
EMASOL range of home hygiene products.

- Range includes -Disinfectant Floor Cleaner, Disinfectant Toilet Cleaner, Disinfectant Bathroom Cleaner, Antibacterial Dish Wash Gel and an All Purpose Sanitizer
- Enriched with BGV24™* advanced antimicrobials action that offers upto 24 Hours protection from virus, germs and bacteria.



Zandu Ortho Vedic Oil for Knee and Joint Pain

- First in category to provide “7 Days Visible Improvement”
- Improves mobility in muscle and joints
- Quick and long lasting relief



Zandu Giloy Tulsi Juice

- Major herb having high relevance for Immunity.

New Launches Performance

30+

New launches in 9MFY21



60+

SKU's launched in 9MFY21

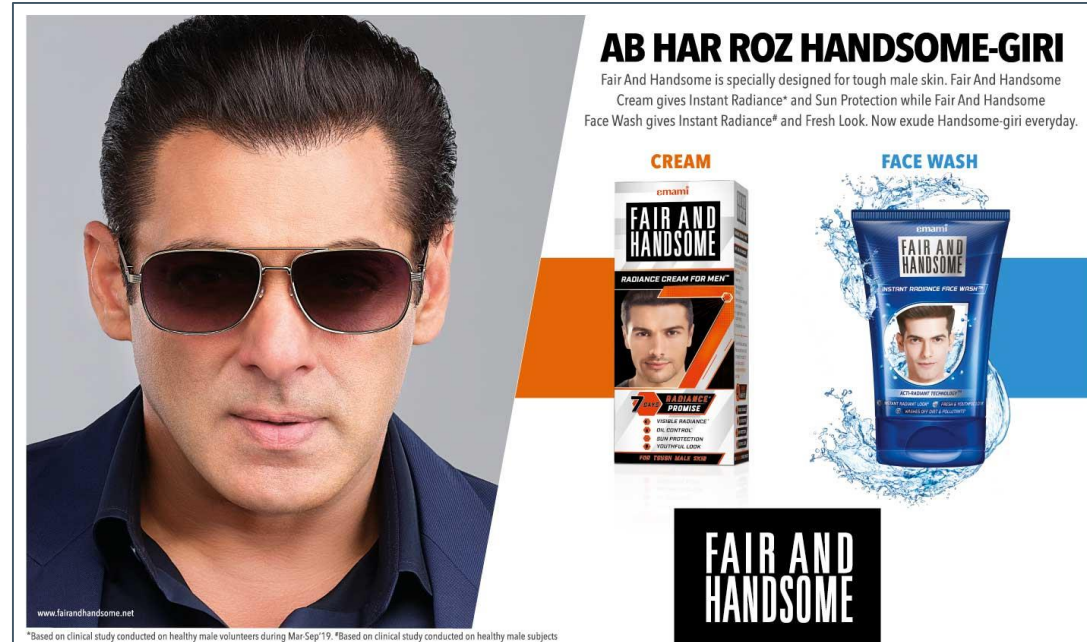


4%

Contribution to Domestic Business in 9MFY21

Relaunch of Fair and Handsome

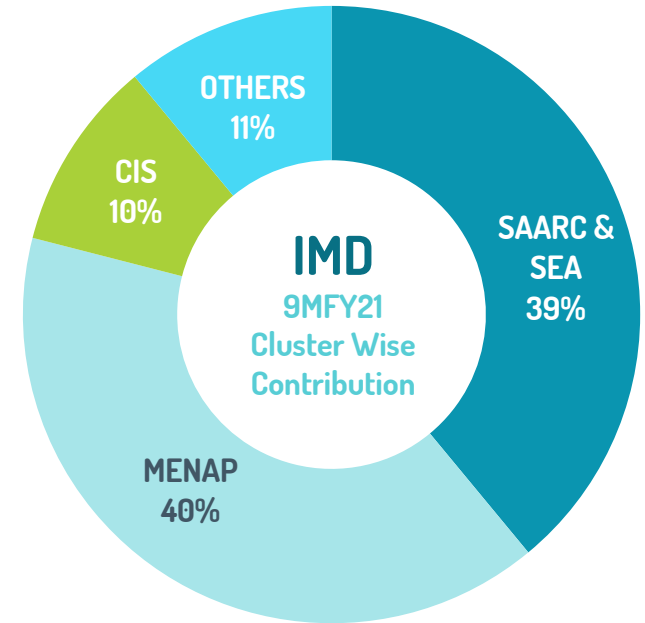
- ▶ Fair And Handsome Fairness Cream and Fair And Handsome Instant Fairness Face Wash renamed as **Fair And Handsome Radiance Cream** and **Instant Radiance Face Wash**
- ▶ New packaging of Fair and Handsome cream replacing “lightening of skin tone” with strong benefits offered
- ▶ New **differentiated packaging design** for **Fair and Handsome Facewash**, in line with Men’s Face Wash category codes



Launched new thematic Campaign –
“Ab har roz handsomegiri” featuring new brand celebrity superstar **Salman Khan**

International Business Performance

- ❑ Sales grew by **26%** in Q3 and by **7%** in 9MFY21
- ❑ Q3FY21 Sales performance-
 - MENAP grew by **82%**
 - SAARC grew by **8%**
- ❑ New Launches incl. Immunity Boosters, Sanitizers and Hygiene products contributed 4% of International sales in Q3 and 6% in 9MFY21



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

Major New Launches – International Business

9

Creme 21 Range



Turmeric Hand Sanitizer Gel



Hand Sanitizer



Hand Sanitizer Spray



Hand Sanitizer Gel Tube



Sanitizer wipes

Gold Turmeric Range



Hand Sanitizer



Anti-Bacterial Hand Wash & Soap



BoroPlus Range



Hand Sanitizer



Anti-Bacterial Soap

New TVC's

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Zandu Balm Pandemic TVC

Addresses today's pandemic situation and how people are using balm in different ways to tackle the stress.

Zandu Balm Winter TVC

Specially made to increase usage and trials of Zandu Balm in North India Markets during winter.



Fair and Handsome Fairness Cream TVC

Setting the context of "use a men's cream not a women's" along with highlighting two key benefits delivered by the Cream: Sun Protection and Instant Radiance



New TVC's for EMASOL range

Highlighting 24 Hours Germ Protection at Value Pricing, with the tagline "Jeeto Swachh Bharat ki Ladai."



Fair and Handsome Instant Fairness Facewash TVC

Setting the context of "daily environmental ills making skin dull" and benefit - radiant fresh look, instantly along

New TVC's



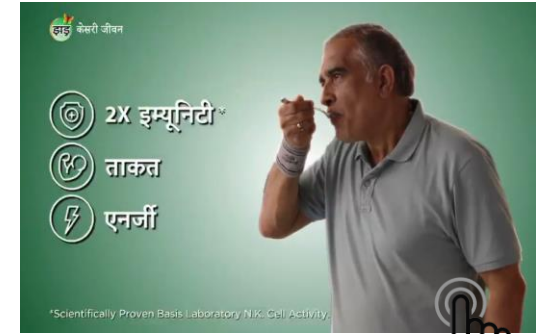
Zandu Immune India Offer TVC

Launched during October, the TVC highlights to fight the Pandemic with price slashed in Zandu Chyavanprash along with a free Hand Sanitizer



Zandu Chyavanprash TVC

Launched during November, focusing on 2X Immunity and for boosting immunity of entire family



Zandu Kesari Jivan TVC

Launched during November, focusing on the core consumer need of Energy and Stamina for seniors along with 2X Immunity claim



New TVC's for Zandu Honey

Immunity campaign launched in November focusing on the Proven Higher Antioxidant properties of Zandu Pure Honey which provides Stronger Immunity



Zandu Immu Soft Chew TVC

Campaign started in December, highlighting Zandu Immu Soft Chews overcoming the barrier of taste and format of existing immunity products by providing 2X immunity in a tasty soft chews format.



Zandu Ortho Vedic Oil TVC

New campaign with the message being – Zandu Ortho Vedic Oil shows 'visible improvement in mobility within 7 days of usage

Print Campaigns

12

सर्दी में पाएं गर्माहट और आराम

नया

नवरत्न गरम आयुर्वेदिक तैल

सरसों अदरक अजवाइन

जैसे ९ आयुर्वेदिक तत्व रखे आपको ठण्ड से सुरक्षित। इसकी नियमित मालिश दे बदन और जोड़ों के दर्द से राहत।

Naya Emami EMASOL Swachh Bharat ka apna Disinfectant*

NEW BGV 24th FORMULA

FIRST EVER upto 24 HOURS GERM PROTECTION[^]

Kills Virus* & 99.9% Germs

Bathroom Cleaner Toilet Cleaner Floor Cleaner All Surface Sanitizer Dish Wash Gel

DISINFECTANT refers to all the above products except Dish Wash Gel which is a cleaning gel. *Based on Standard Laboratory Test Results done in Independent Third Party Lab. ^As per standard testing protocol on indicator organisms.

Winter making your skin dry? Rough & itchy arms? Winter increasing dandruff problems?

INTRODUCING **BOROPLUS ALOE VERA GEL**

100% ORGANIC

Roz lagao. Befikar ban jao!

~Nature's Magic~

India's No. 1 antiseptic brand, BoroPlus, brings you 100% Organic Aloe Vera. Free from Parabens and Sulphates, it is nature's magic solution for all skin and hair types. It's light non-sticky texture and the proven goodness of BoroPlus, heals winter dryness from within. **Naturally!**

with Antiseptic herbs & **VIT E**

INTRODUCTORY OFFER! ₹50/-

NEW BOROPLUS SOAP

Kills VIRUSES and 99.99% GERMS + MOISTURISES the skin

Special OFFER ₹20/-

GERMS KI HAAR, SKIN SE PYAAR

With Neem, Tulsi & Aloe Vera
Recommended by Doctors

from INDIA'S No.1 Antiseptic Brand

AB HAR ROZ HANDSOME-GIRI

Fair And Handsome is specially designed for tough male skin. Fair And Handsome Cream gives Instant Radiance* and Sun Protection while Fair And Handsome Face Wash gives Instant Radiance* and Fresh Look. Now exude Handsome-giri everyday.

CREAM **FACE WASH**

FAIR AND HANDSOME

www.fairandhandsome.in

*Based on clinical study conducted on healthy male volunteers during Mon-Sun '11. **Based on clinical study conducted on healthy male subjects.

Financial Analysis

Earnings analysis for Q3 & 9MFY21



Q3FY21

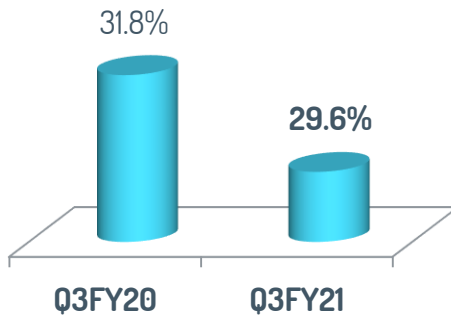
Financial Analysis

15

Cost of Goods Sold

(as a % of Sales)

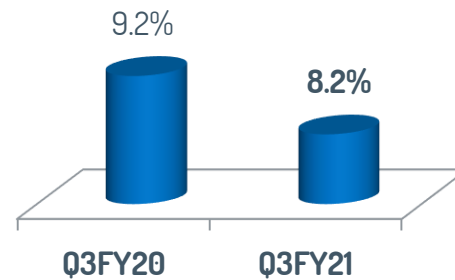
- 210 bps



Staff Costs

(as a % of Sales)

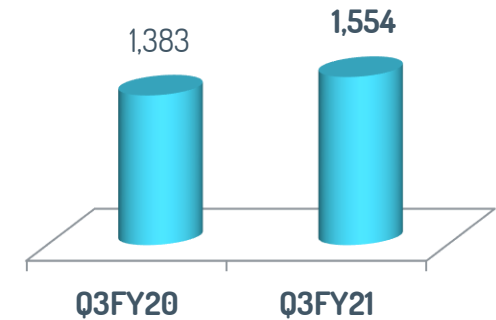
- 100 bps



A&P Spends

(₹ in Millions)

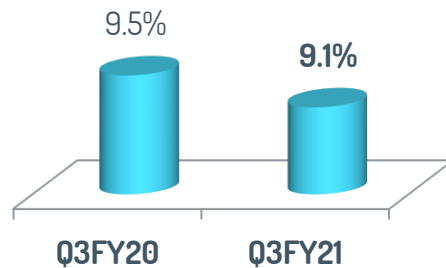
- 40 bps



Admin & Other Exp

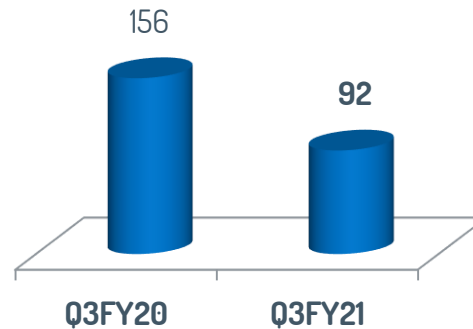
(as a % of Sales)

- 40 bps



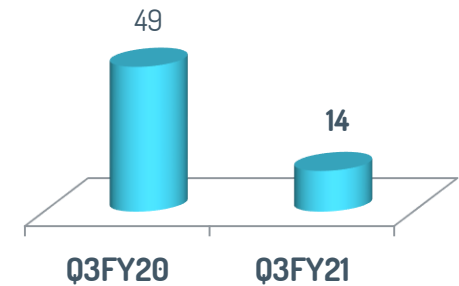
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)



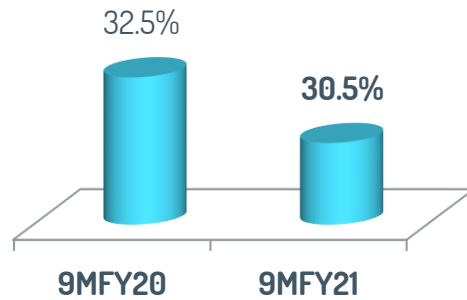
9MFY21

Financial Analysis

Cost of Goods Sold

(as a % of Sales)

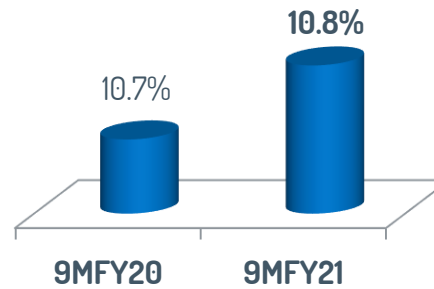
-200 bps



Staff Costs

(as a % of Sales)

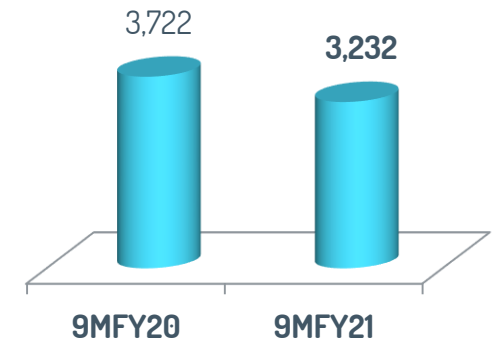
+10 bps



A&P Spends

(₹ in Millions)

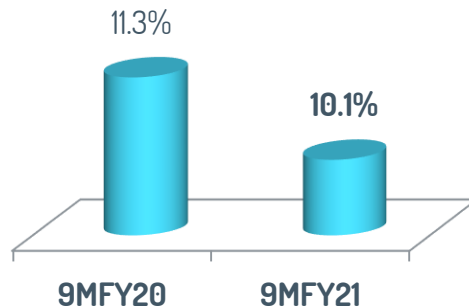
-250 bps



Admin & Other Exp

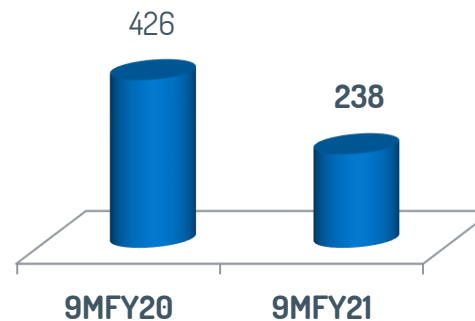
(as a % of Sales)

-120 bps



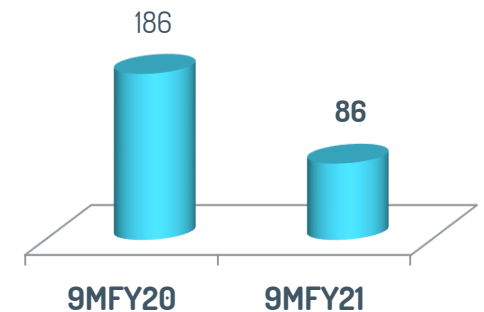
Other Income

(₹ in Millions)



Interest Paid

(₹ in Millions)



Q3FY21

Summarized Financials

17

₹ in Millions

Particulars	Q3FY21	%	Q3FY20	%	Growth %	FY20	%
Net Sales	9,247.4	99.0%	7,998.0	98.4%	15.6%	26,106.4	98.3%
Other Operating Income	88.7	1.0%	128.4	1.6%	-30.9%	442.4	1.7%
Revenue from Operations	9,336.1	100.0%	8,126.4	100.0%	14.9%	26,548.8	100.0%
Materials Cost	2,766.0	29.6%	2,581.9	31.8%	7.1%	8,761.0	33.0%
A&P	1,553.6	16.6%	1,382.6	17.0%	12.4%	4,711.4	17.7%
Staff Cost	767.1	8.2%	748.6	9.2%	2.5%	2,995.1	11.3%
Admn & Other Exp	847.5	9.1%	773.1	9.5%	9.6%	3,175.9	12.0%
EBIDTA	3,402.0	36.4%	2,640.2	32.5%	28.9%	6,905.4	26.0%
Other Income	91.9	1.0%	155.8	1.9%	-41.0%	570.7	2.1%
Interest	13.7	0.1%	49.3	0.6%	-72.2%	210.1	0.8%
Amortisation of acquired TM's/ brands	602.6	6.5%	641.6	7.9%	-6.1%	2,589.0	9.8%
Depreciation/Amortisation of other assets	341.1	3.7%	213.9	2.6%	59.5%	774.3	2.9%
PBT before Exceptional Items	2,536.4	27.2%	1,891.2	23.3%	34.1%	3,902.7	14.7%
Exceptional Items	-	0.0%	32.6	0.4%	-100.0%	106.8	0.4%
PBT	2,536.4	27.2%	1,858.6	22.9%	36.5%	3,795.9	14.3%
Tax	437.8	4.7%	398.2	4.9%	9.9%	712.7	2.7%
PAT	2,098.6	22.5%	1,460.4	18.0%	43.7%	3,083.2	11.6%
Share of Minority Interest & P/L of Associate	(8.9)	-0.1%	(16.0)	-0.2%	-44.4%	(54.1)	-0.2%
PAT After Minority Interest & Associate	2,089.7	22.4%	1,444.4	17.8%	44.7%	3,029.1	11.4%
Cash Profit (PAT + Dep. & Amortization)	3,033.4	32.5%	2,299.9	28.3%	31.9%	6,392.4	24.1%
EPS - Rs.	4.70		3.18			6.67	
Cash EPS- Rs.	6.82		5.07			14.08	

9MFY21

Summarized Financials

18

₹ in Millions

Particulars	9MFY21	%	9MFY20	%	Growth %	FY20	%
Net Sales	21,253.5	98.9%	20,878.1	98.4%	1.8%	26,106.4	98.3%
Other Operating Income	244.2	1.1%	343.9	1.6%	-29.0%	442.4	1.7%
Revenue from Operations	21,497.7	100.0%	21,222.0	100.0%	1.3%	26,548.8	100.0%
Materials Cost	6,564.3	30.5%	6,905.0	32.5%	-4.9%	8,761.0	33.0%
A&P	3,231.5	15.0%	3,722.3	17.5%	-13.2%	4,711.4	17.7%
Staff Cost	2,332.2	10.8%	2,274.5	10.7%	2.5%	2,995.1	11.3%
Admn & Other Exp	2,167.2	10.1%	2,400.1	11.3%	-9.7%	3,175.9	12.0%
EBIDTA	7,202.6	33.5%	5,920.1	27.9%	21.7%	6,905.4	26.0%
Other Income	237.8	1.1%	425.8	2.0%	-44.1%	570.7	2.1%
Interest	85.5	0.4%	186.0	0.9%	-54.0%	210.1	0.8%
Amortisation of acquired TM's/ brands	2,089.1	9.7%	1,956.0	9.2%	6.8%	2,589.0	9.8%
Depreciation/Amortisation of other assets	750.8	3.5%	554.9	2.6%	35.3%	774.3	2.9%
PBT before Exceptional Items	4,514.9	21.0%	3,649.0	17.2%	23.7%	3,902.7	14.7%
Exceptional Items	-	0.0%	32.6	0.2%	-100.0%	106.8	0.4%
PBT	4,514.9	21.0%	3,616.4	17.0%	24.8%	3,795.9	14.3%
Tax	816.6	3.8%	786.4	3.7%	3.8%	712.7	2.7%
PAT	3,698.3	17.2%	2,830.0	13.3%	30.7%	3,083.2	11.6%
Share of Minority Interest & P/L of Associate	(28.5)	-0.1%	(34.5)	-0.2%	-17.4%	(54.1)	-0.2%
PAT After Minority Interest & Associate	3,669.8	17.1%	2,795.5	13.2%	31.3%	3,029.1	11.4%
Cash Profit (PAT + Dep. & Amortization)	6,509.7	30.3%	5,306.4	25.0%	22.7%	6,392.4	24.1%
EPS - Rs.	8.22		6.16			6.67	
Cash EPS- Rs.	14.58		11.69			14.08	

Declared 2nd Interim Dividend at 400% i.e. Rs. 4/- per equity share in Q3FY21
Paid 1st Interim Dividend of Rs. 4/- per equity share in Nov'20

Awards & Accolades

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- ▶ Emami founders, **Shri RS Agarwal** and **Shri RS Goenka**, conferred with the “**Sanmarg-Lifetime Achievement Award 2020**” for their business leadership, innovative strategies, resilient spirit and community initiatives.
- ▶ Emami Group conferred with “**Star of the Year Award**” for the 2nd time in a row at the 11th edition of “**Think CSR 2020 Forum**” organized by Tefla’s.
- ▶ **Navratna** won two Bronze Awards under the categories of “Best Use of Mobile – Customer Engagement” and “Amplification” at the 6th edition of **Maddies 2020**, organized by Exchange4Media mobile marketing awards



Thank you



Robust growth momentum continues in Q3FY21

Q3FY21 HIGHLIGHTS

- ❖ **Net Sales grew by 16%. Revenue from Operations grew by 15%**
 - Domestic Business grew by 16%
 - International Business grew by 26%
- ❖ **Profits & Margins improved during the quarter**
 - Gross Profits grew by 19%. Margins improved by 210 bps
 - EBIDTA grew by 29%. Margins improved by 390 bps.
 - PAT grew by 45%. Margins improved by 460 bps.
- ❖ **New Launches in 9MFY21 contributed 4% of Domestic sales**
 - Emasol Range of home hygiene products (Floor Cleaner, Toilet Cleaner, Dishwash Gel & Surface Sanitizer), launched during the quarter.
- ❖ **Board of Directors declare 2nd Interim Dividend at 400% i.e. Rs. 4/- per equity share**

Kolkata, January 27th 2021: The Board of Directors of Emami Limited met on Wednesday, 27th January 2021 to consider the unaudited financial results of the company for the third quarter and nine months ended 31st December 2021.

Emami continued its growth momentum in the third quarter with an all-round record performance across brands, channels and geographies. Led by a favourable season and a favourable consumption environment, the Company posted a strong growth of 16% in its domestic business led by 13% growth in volumes. The quarter witnessed an all-round growth across major brands; Healthcare Range grew by 38%, BoroPlus grew by 21%, Kesh King grew by 16%, Pain Management Range grew by 12% and 7 Oils in one grew by 32%. Male Grooming range recovered and posted positive growth led by the relaunch of Fair and Handsome Range.

While rural markets continued to perform better, growth in urban markets also picked up. All the channels continued to perform well and posted convincing growth with e-commerce channel growing by 3.5x during the quarter. Modern Trade also registered a strong growth of 51% during the quarter.

During the quarter, the company launched a new brand – “EMASOL” which offers a complete range for home hygiene products. EMASOL is the first Home Hygiene Range to hit the Indian market that apart from killing 99.9% germs, also has BGV24™* advanced antimicrobials action that offers upto 24 Hours protection from virus, germs and bacteria. The company has roped in



International Cricketer - **Shikhar Dhawan** as the Global Brand Ambassador for its EMASOL Range. Apart from EMASOL range of home hygiene products, the company also launched **Zandu Ortho Vedic Oil** for knee and joint pain relief. The product is first in its category to provide “7 Days Visible Improvement”. Overall, new launches contributed to 4% of Domestic sales in 9MFY21.

The quarter also marked the relaunch of Fair and Handsome with fresh packaging, communication and strategy as Fair and Handsome Radiance Cream and Fair and Handsome Instant Radiance Face Wash. A new differentiated packaging design for Fair and Handsome Facewash was launched in line with Men’s Face Wash category codes. Further, a new thematic Campaign – “*AB HAR ROZ HANDSOMEGIRI*” featuring new brand celebrity superstar Salman Khan was rolled out in mid-November.

The company’s International business also grew strongly by 26% led by MENAP and SAARC regions during the quarter. Special focus on immunity boosting products & launch of hygiene range during the ongoing COVID pandemic helped in boosting sales. Further, the strategy of identifying & tapping opportunities in markets with high hair oil usage, with brands like Kesh King & 7 Oils in One paid off well in International markets. The CSD business however declined by 27% during the quarter.

During the quarter, both profits and margins of Emami increased significantly. Stringent cost control measures and benign raw material prices, helped the Company to improve its margins. Gross Margins at 70.4% grew by 210 bps. While EBIDTA grew by 29%, EBIDTA Margins at 36.4% grew by 390 bps. Profits after Tax increased by 45% and PAT margins at 22.4% increased by 460 bps. Cash Profits at Rs. 303 cr also increased by 32% and Cash Profit margins at 32.5% increased by 420 bps.

Mr Mohan Goenka, Director, Emami Limited said:

“We are happy to have continued our growth momentum aided by aggressive growth strategies, dedicated team efforts, quality products and stringent cost control measures. Some of our brands in the healthcare & hygiene range, winter portfolio and 7 oils have done exceedingly well during the quarter, signifying positive consumer sentiment. Rural offtakes continue to march ahead of Urban, which too have started picking up. We are optimistic to close the year not only on a positive note but expect to post a high single digit overall growth.”

Mr Harsha V Agarwal, Director, Emami Limited said:

“We are witnessing a consistent and all-round growth coming from all channels over the last two quarters and expect to continue with this growth trajectory. Most of our brands, including power brands & digital-first brands in the healthcare segment are on their growth path.



International business too grew strongly by 26% led by MENAP and SAARC regions during the quarter. Our strategy to focus on immunity boosting and hygiene range of products and tapping opportunities in market with high hair oil usage with our brands paid off well in International markets. Our ad-spends having returned to Pre-COVID levels, we will continue to invest in our existing brand and categories, to increase market penetration where we believe we have a strong Right-to-Win.”

About Emami Ltd

Emami: (NSE: EMAMILTD, 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. In, 2019, the company acquired Creme 21, a German brand with strong roots & brand recall. Emami products are available in over 4.5 million retail outlets across India through its network of ~3250 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 10% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Katrina Kaif, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

With a market cap of around Rs. 21,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamilttd.in for further information.

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