

Published Date:	5 Aug 2024	Publication:	The Economic Times [Mumbai]
Journalist:	PTI	Page No:	4
MAV/CCM:	190,686/18.23	Circulation:	273,421

Emami's New Strategy has Consumer at the Centre

PTI

New Delhi: Home-grown FMCG firm Emami's 45% top-line in FY24 came from acquired brands, and non-seasonal brands contributed 56% of its revenue, according to the latest annual report of the company.

1 Now, Emami is graduating from being a seasonal and rural-focused company to a "perennial and universal" organisation and has been positioning itself by taking a consumer-centric approach, said vice-chairman and managing director Harsha V Agarwal.



"This is evident in the fact that pain management, Fair and Handsome, Kesh King, and strategic investments generate non-seasonal revenues; the proportion of revenues derived from non-seasonal brands is a high 56% today from 51% in FY2019-20," said Agarwal, addressing shareholders.

Besides, the proportion of revenues coming out of non-rural geographies has increased.

"The company's effective positioning is consumer-centric (as opposed to product-centric), addressing challenges faced by consumers," he said.

The emerging Emami is neither premium nor price-sensitive, Agarwal said, adding, "the evolved Emami is both".