



ICONIC

AUTOMOTIVE | EDUCATION | ENERGY & POWER | FINANCE | FOOD & BEVERAGES | HEALTHCARE | HOUSEHOLD PRODUCTS

# EMAMI

Being true to its words, "Making people healthy and beautiful, naturally", Emami is continuing to maintain the top position in the personal care market since its inception. With a workforce of 2900 employees, the brand is successfully reaching to millions of customers offering the best products. The company has an enviable portfolio that denotes its great capabilities and inspires other firms

**F**ounded in the year 1974, Emami Limited is a well recognized brand at present. The company offers 300 products which are completely based on ayurvedic formulations. With an intention to amalgamate the age-old wisdom of ayurveda with modern manufacturing techniques for creating exceptional brands, the company was established with a meager amount of Rs. 20,000. The strategic planning of the company has helped it reach the vertex of success.

The current operations of Emami Limited are spread in about 60 countries including regions, continents and groups such as GCC, Europe, Africa, CIS countries and the SAARC. Every second, more than 120 products of Emami Limited are sold somewhere around the world, which demonstrates the popularity of the brand. With a dedicated, professional and highly skilled staff, the products of Emami Limited are reaching out to more than 40 lakh retail outlets through a strong network of 2900 distributors.

The remarkable growth of Emami Limited is evident in its acquisition of the heritage brand Zandu, which was based on a huge business synergy between the two brand portfolios. Emami Limited has also acquired Ayurvedic Hair & Scalp business of "Kesh King". With growth, Emami Limited has invested in seven plants,

four regional offices, one overseas unit, nine overseas subsidiaries, and thirty three distribution centres across India.

## ACQUIRING HIMANI

The company has determinedly used every opportunity in the utmost manner. In the year 1978, Emami Limited got one such opportunity as Himani Limited had become a sick unit and was up for sale. Having good brand equity in Eastern India, Himani Limited was an almost 100 years old company with a well laid out factory in Kolkata, which was producing a number of cosmetics. Mr. Agarwal and Mr. Goenka, founders of Emami Limited, realized the opportunity and acquired Himani Limited. Although, the financial risk involved in this decision was enormous, considering the small capital base of the company during those days. However, both the leaders decided to go ahead with the deal which later on proved to be the turning point for the organization.





### **GROWING FURTHER WITH BOROPLUS AND NAVRATNA**

In the Himani factory, production of various health care items and toiletries based on ayurveda began. After ten years of commencement, the company launched its first flagship brand Boroplus Antiseptic Cream under the Himani umbrella in the year 1984. Later on, many additional brands followed Boroplus including Boroplus Prickly Heat Powder which came as a brand extension of the mother brand. Emami brands started selling in all states of North, East, and West India. Today, Boroplus is not only the largest selling Antiseptic Cream in India but also in Russia, Ukraine, and Nepal.

Nineties was very eventful for Emami Limited. The next flagship brand of the company Navratna Cool Oil came in the nineties under the Himani Umbrella and the second factory was opened at Pondicherry to expand production. Navratna over the years has become a market leader in the cool oil category.

For making Emami Limited synonymous with natural beauty and health in the consumers' mind the company takes every required initiative. In addition to its personal care business through various products of the Emami family, Emami Limited delightfully contributes towards the environment and society. The company works with the motive to drive growth through quality and innovation in products and services. Moreover, it upholds the principles of corporate governance in all circumstances.

### **TOUR DE FORCE**

- It has been rated as the most trusted brand in the Diversified FMCG category in the Brand Trust India Report 2015 of TRA.
- Emami Limited has been ranked 228th in Dun & Bradstreet's "India's Top 500 Companies- 2015".

### **QUANTUM LEAPS**

- The international business of the company contributes around 14% of the total revenue.
- It has nine international subsidiaries and its global reach extends to more than 60 countries.