

LIMITED



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*mami



Corporate Information

DIRECTORS

Shri R. S. Goenka
Shri R. K. Goenka
Shri Suresh Kr. Goenka
Shri K. K. Khemka
Shri S. N. Jalan
Vaidya S. Chaturvedi
Shri S. N. Bihani
Shri M. L. Jain
Shri P. S. Patwari

CHAIRMAN

Shri R. S. Agarwal

MANAGING DIRECTOR

Shri Sushil Kr. Goenka

SECRETARY

Shri A. K. Joshi

AUDITORS

M/s. Sexena & Co
Chartered Accountants

COST AUDITORS

M/s. V. K. Jain & Co.
Cost Accountants

BANKERS

Canara Bank
ICICI Bank Ltd.
State Bank of India
UTI Bank Ltd.

WORKS

Kolkata
Pondicherry

REGISTERED OFFICE

Stephen House,
6A R. N. Mukherjee Road
Kolkata 700 001

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here is nothing to beat the power of ancient wisdom.

Over the years, Emami has successfully combined the knowledge of ancient Ayurveda with scientific laboratory practices. To make products that are safe, mild and effective.

Through continuous innovation and improvement, Emami's products have acquired a trend-setting reputation.

And has created a bond of assurance with its users.

An assurance of care, protection, beauty and relief.

What does emami* do?

mom

EMAS LEVERAGE AYURVEDIC WISDOM INHERITED OVER THE AGES TO ADDRESS THE VARIOUS REQUIREMENTS OF THE MOMENT.

For instance, its Boroplus Antiseptic Cream and Boroplus Prickly Heat Powder are special because they are totally natural.

Making them mild, safe and caring.

Boroplus Antiseptic Cream heals cuts, scratches, sunburns, blisters and so on by releasing the same that its advanced herbal formula and perfect oil base

prevent the skin from drying, which makes it always look soft and young.

As a result, the cream continued to lead the market with a share in excess of 56 per cent.

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Emami has contemporarised the learning from Ayurveda that gold doesn't only adorn but strengthens the body, that silver doesn't just embellish but sharpens the mind.

At Emami, this knowledge has been leveraged to create Sona Chandi Chyawanprash, a product that provides distinctly incremental value beyond an ordinary chyawanprash.

This special Emami product not only reinforces the immune system but also strengthens the intellect.



Its value is reflected in the fact that it achieved a 20 per cent share of chyawanprash market within only three years of launch, making it the second largest chyawanprash brand in the country.

Over the last couple of years, the company extended the use of the product through the launch of a summer version - Amritprash - which effectively evolved its brand to a round-the-year relevance. It was formulated to generate all the benefits of chyawanprash; besides, the heat-generating herbs were substituted with cooling ingredients like bel, khush, gulab, chandan, moti etc. This not only cools the body but also helps combat typical summer problems like dehydration, fatigue, eye burning and loss of appetite.

AT EMAMI, ANCIENT WISDOM
HAS BEEN USED TO DE-STRESS
THE PROBLEMS OF THE DAY.

Emami's Navratna Oil and Mentho Plus Balm
are designed to do just this.

Emami's Mentho Plus Balm comprises a
double-unified medication, strong on the
pain but gentle on the skin.

Navratna Oil is a cool multi-purpose oil, which
cures headaches and relieves users from
tension, fatigue and insomnia. Besides, it
cures premature greying and hair loss through
the prudent use of the nature-centric science
of Ayurveda.

Emami is the market leader in the cool oil
category with a 45 per cent share of the total
market in India.



Emami relieve

emami*

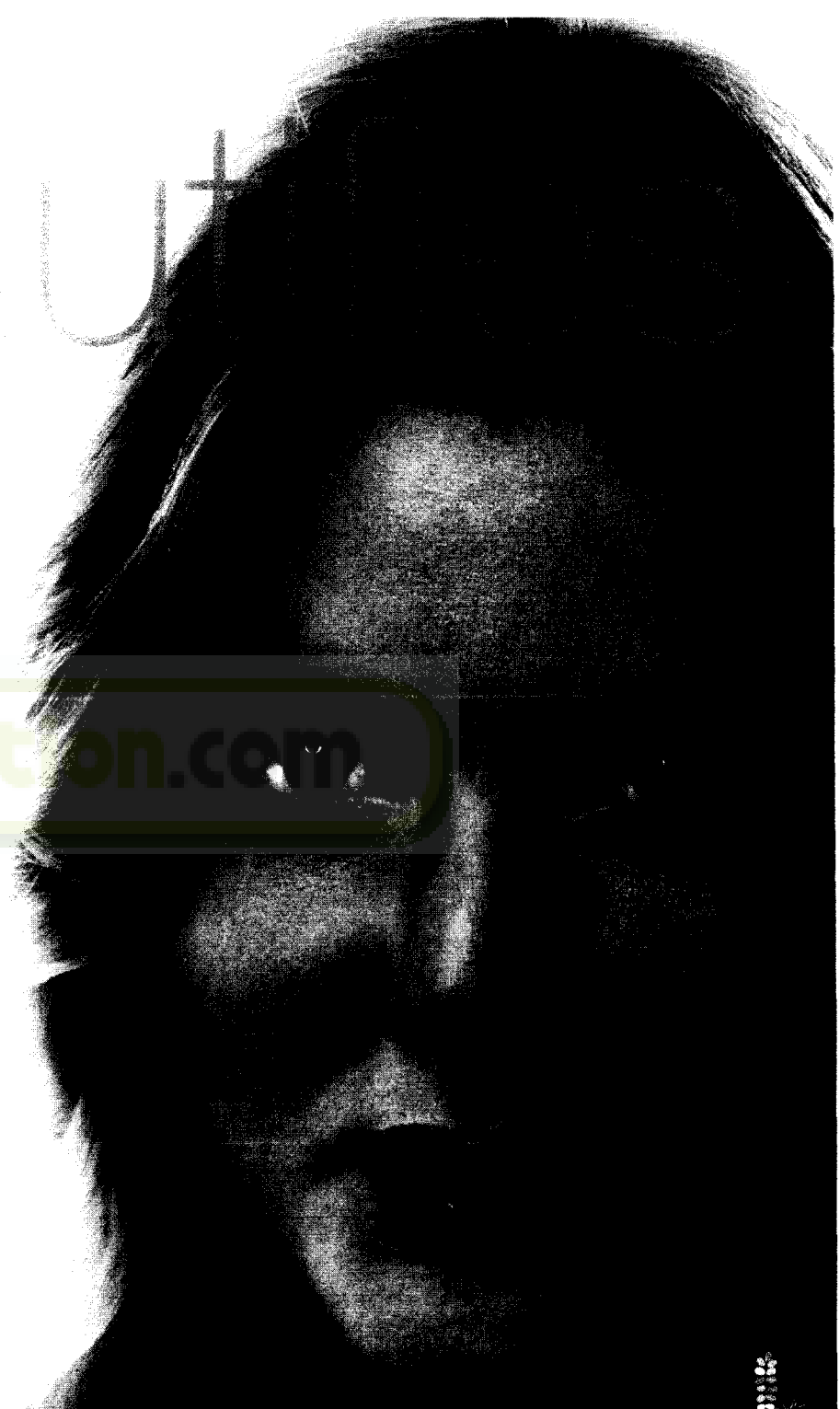
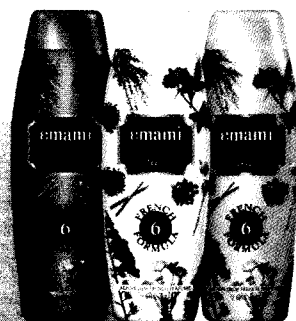
beauty

EMAMI'S NEW
EVERLASTING
APPEAL OF THE
SCRIPTURES POINTS
TO THE FACT THAT
THE THING OF BEAUTY
CAN INDEED BE A JOY
FOREVER.

Emami has leveraged this insight through its Naturally Fair Pearls Cream, Golden Beauty Talc and Madhuri Range of Products comprising three variants of shampoos, cold cream, 3-in-1 hair oil and 2-in-1 cream and talc.

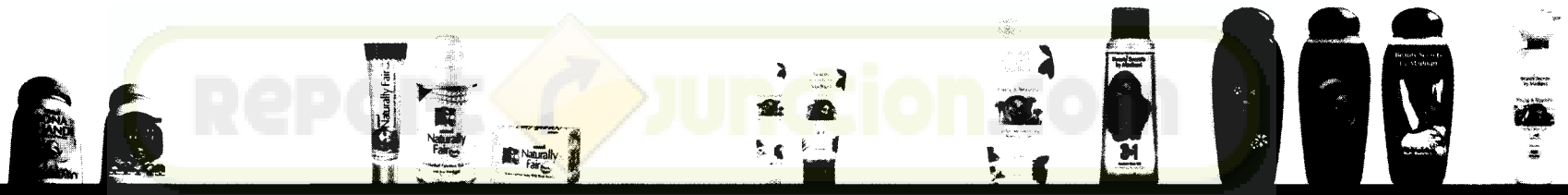
Emami's new French formula-driven Golden Beauty Talc is designed to give consumers a fresh and fragrant feeling in the dead heat of the summer. It blends the finest French perfumes with Indian herbs to produce a uniquely refreshing aroma.

Emami expects to substantially grow its existing single-digit market share, in a large Rs 750 cr Indian talc market, over the foreseeable future.



Vision

A company which, with the help of nature, caters to the consumer needs and their inner cravings for dreams of better life in the fields of personal and health care, both in India and throughout the world.



Values

Respect for people

We treat individuals with dignity and respect. We continue to be honest, open and ethical in all our interactions with dealers, distributors, retailers, suppliers, shareholders, customers and with each other.

Consumer delight

We recognise that our business can succeed only

if we can create and keep customers. We manufacture products that offer value for money, which are differentiated and deliver safe, effective and fast solutions.

Integrity

People at every level are expected to adhere to the highest standards of business ethics. Anything less is unacceptable. Our ethical conduct transcends beyond policies. It is ingrained in our corporate

tradition that is transferred from one generation of employees to another. We comply with applicable government laws and regulations in the geographies where we are present.

Quality

We are committed to excellence in everything we do. Our credo: There is always a better way. We must think creatively, continuously innovate and pursue new ideas to achieve uncommon solutions

Mission

- To sharpen consumer insights, to understand and meet their needs with value-added differentiated products that are safe, effective and fast.
- To integrate our dealers, distributors, retailers and suppliers into the Emami family, thereby strengthening their ties with the company.
- To recruit, develop and motivate the best talent in the country and provide them with an environment, which is demanding and challenging.

- To strengthen and foster in the employees a strong emotive feeling of oneness with the company.
- To uphold the principles of corporate governance and move towards decentralisation to generate a maximum return for all stakeowners.
- To contribute wholeheartedly towards the environment and society and emerge as a model corporate citizen.
- To bring down the political boundaries, bridge the seas and emerge as a significant player in the market worldwide. To globalise in real terms.



to common problems.

Teamwork

Teamwork is the cornerstone of our business that helps deliver value to our customers. We work together across titles, job responsibilities and organisational structure to share knowledge and expertise.

The right environment

It is our responsibility to create an environment that

helps employees realise their full potential.

Leadership

We recognise that we can be a leading company through active delegation and by creating leaders at every level of the organisation.

Community development

We continue to contribute to the communities in which we operate and address social issues

responsibly. Our products are safe to make and use. We conserve natural resources and continue to invest in a better environment.

Transparency and shareholder value

We are committed to be driven by our conscience and regulatory standards, to deliver value to our shareholders, commensurate with our management and financial strength.

Year at a glance

Corporate

- Sales increased by nine per cent to Rs 199 cr. Profit before tax grew by 20 per cent to Rs 21 cr.
- Exports increased by 64 per cent to around Rs 19 cr, with growth in existing markets as well as new markets like Africa, Europe and the Middle East.
- Interest outgo declined from Rs 7.57 cr in 2001-2 to Rs 3.13 cr as debts were rationalised from Rs 72.41 cr in 2001-2 to Rs 46.28 cr.
- Dividend increased from 20 per cent in 2001-2 to 25 per cent.
- The company installed a countrywide ERP across its offices, factories and depots, enabling a single-point data entry and a multi-point information access.
- The ISO 9001 certification for the Kolkata and Pondicherry units was updated to ISO 9001: 2000.
- CARE retained its highest rating of PR1+ for Enami's commercial paper and short-term instruments.

Operational

- Navratna Oil maintained its number one status in the cool oil category with a 45 per cent market share and a sales growth of over 40 per cent.
- Boroplus Antiseptic Cream retained its leading position in the market with a market share of 56.5 per cent, while Boroplus Prickly Heat Powder continued to be the second largest player in the industry.
- Sensi Chandl Chyawanprash climbed to the second position in the chyawanprash segment with a market share of 20 per cent.
- The Medhuril Range of Products was launched and significant revenues were generated within a few months.
- Gerani Beauty Talc was re-launched with an unique French formula and the goodness of six ancient herbs. The range is available in three exotic French perfumes.
- The volume of Fast Relief increased by over 150 per cent over the previous year.
- The volume of Mentha Plus Elixir increased by over 50 per cent over the previous year.