



emami* limited

Annual report 2009-10

Emami
everywhere!



Corporate information

* Chairman

Shri R.S. Agarwal

* Managing Director

Shri Sushil Kr. Goenka

* Directors

Shri R.S. Goenka

Shri Viren J. Shah

Shri K.N. Memani

Shri Y. P. Trivedi

Shri S.K. Todi

Shri Amit Kiran Deb

Shri S. B. Ganguly

Padmashree Vaidya S. Chaturvedi

Shri Mohan Goenka

Shri A.V. Agarwal

Shri H.V. Agarwal

Smt. Priti Sureka

* Company Secretary & Sr. GM-Legal

Shri A.K. Joshi

* Auditors

M/s S.K. Agrawal & Co

Chartered Accountants

* Bankers

Canara Bank

ICICI Bank Ltd.

State Bank of India

The Hongkong and Shanghai

Banking Corporation Limited

* Registrar & Share Transfer Agent

Maheshwari Datamatics Pvt. Ltd.

6, Mangoe Lane,

Kolkata 700 001, West Bengal

Phone: +91-33-2243 5029

Fax: +91-33-2248 4787

E-mail:mdpl@cal.vsnl.net.in

* Registered office

Emami Tower

687, Anandapur, EM Bypass

Kolkata 700 107, West Bengal

Phone: +91-33-6613 6264

Fax: +91-33-6613 6600

E-mail:contact@emamigroup.com

* Our presence

Seven factories

Six regional offices

30 depots

Three overseas subsidiaries

65 countries

* Website

www.emamigroup.com

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Notes: For a better understanding of our business, references and comparisons have been made with consolidated financial numbers in the Annual Report except in Directors' Report, unless mentioned otherwise.

Stress reliever. Skin. Mumbai. Baby care. Headache.
Hoardings. Balm. Dubai. Cold cream. Heals. Kolkata.
BSE. Fairness. Health supplement. Europe. Talc.
Saulkuchi. Antiseptic. Perumbakkam. Backache.
Newspaper. Hair. Asia. Blood purifier. Pedamanapuram.
Cough and cold. Dubai. Television. NSE. *Kirana* stores.
Andul. Petroleum jelly. Africa. Nose. Bangladesh.
Departmental stores. Fatehgarh. Prickly heat. Super
markets.

Emami 
everywhere





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Indore

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Bengal





Emami everywhere

Different products. Different segments.
Differentiated company.

Emami's products touch the everyday needs of people.

When one applies Boroplus Antiseptic Cream to protect from winter dryness. Or when one reaches out reflexively to use Zandu Balm in the event of a headache. Or when one seeks Menthoplus Balm during a cough or cold or Fast Relief when racked by muscle or joint pain.

Or when a mother selects Zandu Kesari Jivan for the family's vitality. Or Sona Chandi Chyawanprash for immunity building. Or Malai Kesar Cold Cream for skin protection. Or Boroplus Prickly Heat Powder in summer. Or Pureskin Glycerine Soap for rejuvenation. Or Vasocare to nourish dry skin in winter. Or Navranta Cool Talc during scorching heat. Or Navratna Oil for family use. Whenever.

Sudarshan and Trishun tablets, Triphala, Nityam Churna, Pancharishta, Shitopaladi and other ayurvedic products of Emami cure fever, indigestion, fatigue and other ailments.

This explains why Emami is the trusted first choice, meeting health and beauty needs everytime and everywhere.



Emami everywhere

Different needs. Different markets.
Different countries.

You can buy an Emami product in Jhumritalaiyya. Or Jaipur. Or Johannesburg.

29 Indian states. 65 countries.

This means that Brand Emami doesn't just mean one thing to one customer. But a number of things to a number of customers.

Emami is value-for-money for one. Emami is personality-enhancing for another.

Emami is beauty for one. Emami is benign for another.

Emami is a trusted Indian brand for one. Emami is multi-national to another.

All this means that Emami may have grown beyond its original appeal but stuck faithfully to its core ayurvedic positioning. The result is that the Company enriched its ROCE by 688 bps from 12.16% in 2008-09 to 19.04% in 2009-10.



Emami everywhere

Different locations. Different states.
Differentiated financial structure.

You can find an Emami manufacturing unit in Guwahati.
Or Pantnagar. Or Kolkata.

Emami's seven manufacturing units are placed in specific locations
for strategic reasons.

For easier raw material access, reducing inward transportation cost.

For quicker market access, plugging market needs faster.

For effective tax breaks, reducing the overall cost structure.

For instance, transportation and logistic costs declined from 2.4% of
total revenues in 2008-09 to 2.2% in 2009-10. The quantum of
revenues derived from tax-friendly zones increased from 48.4% in
2008-09 to 56.1% in 2009-10.



