

‘Main
Zandu
Balmhui,
darling
tere liye!’

Emami touches
consumers the world over



emami* limited | Annual report 2010-11

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 & AVP-Legal

Shri A.K. Joshi

✧ Auditors

M/s S.K. Agrawal & Co

Chartered Accountants

✧ Bankers

Canara Bank

ICICI Bank Ltd.

State Bank of India

HDFC Bank

The Hongkong and Shanghai

Banking Corporation Limited

✧ Registrar & Transfer Agent

M/s Maheswari Datamatics Private Limited

6, Mangoe Lane, Kolkata-700001

West Bengal, India

Tel: 91-33-2243 5029

Fax No 91-33-2248 4787,

Email: 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

31 depots

Five overseas subsidiaries

65 countries

✧ Website

www.emamigroup.com




Emami leverages the wisdom of the ages while being driven by modern scientific processes. It provides value-for-money products and is focused on enhancing investment returns. The Company is deeply Indian in its orientation but truly international as well, marketing products to 65 countries. The result: Emami is one of the fastest-growing Indian FMCG companies in the country’s health, personal and beauty care sector.

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



Emami touches
consumers the
world over through
innovative products,
global footprint,
effective
communication,
compassion &
humanity,
and healthy returns.

We understand unmet consumer needs and deliver relevant products. We market these products through impactful communication, endorsements and jingles. We service growing consumer needs, whether in India, Africa or Europe. We touch the everyday lives of consumers through innovative and effective products (cool oil rather than ordinary oil or specialised men's fairness cream rather than just any fairness cream). We satisfy their every need through varying packaging options. We touch a wide consumer diversity - whether a rickshaw puller or farmer or artisan or businessmen or officer or industrialist or professional. *We touch life.*

Emami touches consumers through...

innovative pr

IF IT IS EMAMI, IT MUST BE DIFFERENT. IF IT IS EMAMI, IT MUST BE SAFE. IF IT IS EMAMI, IT MUST BE EXACTLY WHAT WE WANT. THESE THREE SENTENCES ENCAPSULATE WHAT EMAMI STANDS FOR IN THE MINDS OF THOUSANDS OF OUR CONSUMERS – ACROSS CATEGORIES, PRODUCTS AND GEOGRAPHIES.

The whisper is official: We don't just create products; we create complete categories. In a number of other instances, we ventured into categories, re-defined them through innovative practices and extended into adjacent product segments.

Emami reconciled ayurvedic science and modern technology through an institutionalised commitment to the following:

- ✳ Consistent investment in R&D across the decades, combining practical experience with knowledge.
- ✳ Periodic launch of new products in India and across the world through a respect for regulatory discipline.
- ✳ Co-ordinated working between Emami's R&D team, Himani Ayurvedic Science Foundation and Zandu Foundation for Health Care.

- ✳ Investment in modern laboratory standards and certifications (ISO 9001:2000, ISO 14001 and WHO-GMP).

- ✳ Modern packaging standards, making products attractive on the one hand and tamper-proof on the other.

- ✳ Product endorsements by celebrities.

The result of these initiatives: Created a wide product portfolio (personal care, hair care, ayurvedic health supplements, rubificient, and ayurvedic medicine segments) and extended product lines. The Company introduced new categories (men's fairness cream, petroleum jelly with perfume, cold cream with ayurvedic elements and cooling agents in normal talcum powder). The Company also introduced gold and silver elements in a product as traditional as chyawanprash to enhance effectiveness.

*Baar baar dekho...
haazar baar dekho...
yeh dekhne ki cheez hai...*

Products



Emami touches consumers through...

global footprint

IF IT IS EMAMI, IT MUST BE NATIONAL. IF IT IS EMAMI, IT MUST BE INTERNATIONAL. THESE TWO SENTENCES EXEMPLIFY WHAT EMAMI STANDS FOR – A PERFECT COMBINATION OF AN ANCIENT SOUL AND MODERN CHARACTER; AN INDIAN ORIGIN AND AN INTERNATIONAL PRESENCE.

EMAMI products enjoy a wide appeal – in India and the world over - wherever benign personal care products are needed. Emami products leverage a number of positives – high efficacy, quality consistency and consumer relevance - emerging from a resurgent Indian brand.

Emami addresses a growing preference for ayurvedic products through the following initiatives:

- ✿ Presence in 65 countries, helping wider and deeper product circulation from those locations.
- ✿ A strong distribution network of 3,500 distributors and 2,500 sub-

distributors with direct reach to over 450,000 retail outlets in India.

- ✿ Promotions through media (TV, radio and print), advertisements on the one hand and mass activities (van operations, e-shop activities, sampling in factories and saloons) on the other.

- ✿ Growing international focus, with exports rising from ₹ 137 crore in 2009-10 to ₹ 174 crore in 2010-11, coupled with a proposed manufacturing presence overseas, starting from 2012.

The result is that if there is a consumer need, there is every possibility that there will be an Emami product to address it across various categories.

*Yahaan wahan saare jahan
mein mera raj hai.....*



rint



Emami touches consumers through...

effective com

IF IT IS EMAMI, IT MUST BE TRANSPARENT. IF IT IS EMAMI, IT MUST BE EFFECTIVE.
THESE TWO SENTENCES EMBODIES WHAT EMAMI STANDS FOR – PROMINENT
AND EASILY RECOGNISABLE.

