



25th May, 2023

The Manager - Listing
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G. Block
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
Scrip Code: EMAMILTD

The Manager - Listing
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001
Scrip Code: 531162

Dear Sirs,

Pursuant to Provision of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith copy of Presentation on Company's Performance update for the fourth quarter and year ended 31st March, 2023.

The aforesaid information is also disclosed on the website of the company www.emamilttd.in.

This is for your information and records.

Thanking you,

Yours faithfully,
For Emami Limited

A. K. Joshi
Company Secretary & VP- Legal

(Encl. : As above)

Navratna

AYURVEDIC OIL

Thanda
Thanda
Cool
Cool

—Its **2** minute—

Magical Champi gives

Relief from **Headache,
Tiredness & Tension**



With **9** Active Herbal Ingredients

An ayurvedic medicine



Q4FY23 & FY23 Update
25th May 2023

Q4 & FY23 Revenue Growth



Particulars	Q4FY23 Growth (%)		FY23 Growth (%)	
	Over PY	4 year CAGR	Over PY	4 year CAGR
• Domestic Business	5%	5%	4%	5%
• International Business	19%	12%	20%	13%
Consolidated Net Sales	7%	7%	7%	6%
• Other Operating Income	208%	38%	27%	5%
Total Revenues	9%	7%	7%	6%

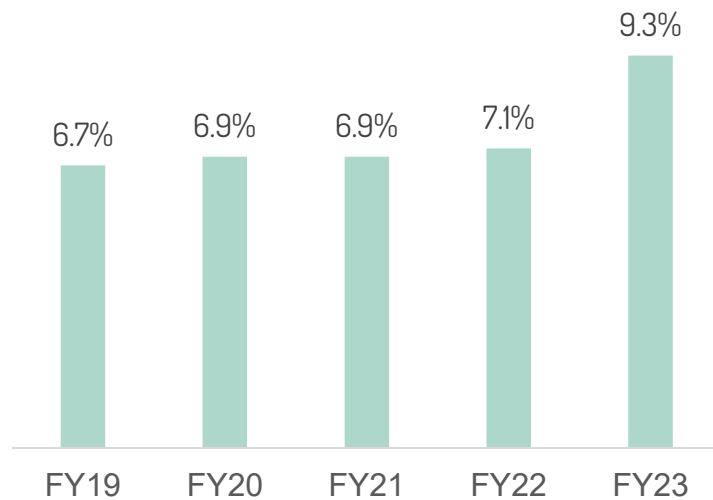
Volume growth of ~ 2% in Domestic business

Dermicool and Helios Lifestyle contributed ~ 10% to Revenues in Q4 and ~ 6% in FY23

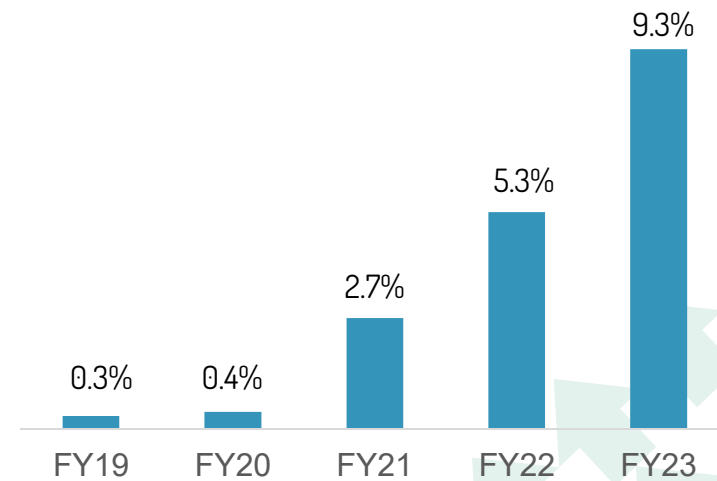
Increasing Salience of MT & eCommerce



MT contribution



eCommerce contribution



~19% of Domestic sales driven by new age channels in FY23

Navratna Range



- ▶ **Navratna Range** grew by **6%** in FY23 but declined by 3% in Q4
 - Irregular summer & intermittent rains impacted summer offtakes
- ▶ **Cool Oils**
 - ▶ Household Penetration* at **10.1%** increased by **140 bps**
 - ▶ Consumed by **3.2 cr** households*, an increase of **19%** over PY

*Kantar Household Panel, MAT Mar'23



Navratna Range



- ▶ Launched new TVC campaign “**2 Min Jaadu Ki Champi**” with **Salman Khan** for Navratna Oil.
- ▶ Using the digital platform & impact campaigns planned in BTL activations to complement 360° campaign.



- ▶ Launched new commercial for **Navratna Active Deo Talc** featuring **Varun Dhawan** in double role
- ▶ Highlights the product's effectiveness in keeping users cool during hot weather .



- ▶ Launched campaign “**Pariksha pe Charcha**” highlighting Navratna Oil as a solution for students to relieve Exam stress and enhance concentration

BTL Initiatives –
Participation in fairs & festivals, rural vans, salon contact activities, dealer boards, digital paintings etc.



Kesh King Range



- ▶ **Kesh King Range** grew by **1%** each in Q4 & FY23
- ▶ **Kesh King Oil**
 - ▶ Household Penetration* at **2.6%** increased by **30 bps**
 - ▶ Consumed by **82 lac** households*, an increase of **13%** over PY
 - ▶ Introduced 30ml SKU at Rs. 49/- to drive trials



*Kantar Household Panel, MAT Mar'23

Kesh King Range



'New Hair Growth' visual representation Strengthened in TVC featuring Shilpa Shetty



Impactful Campaign – Comparative Ad against Indulekha



Digital Launch of Kesh King Shampoo campaign featuring Ali Fazal

Continuous BTL support – Bus branding, festive branding, *me/a* participation, digital wall paintings in rural, retail visibility etc.



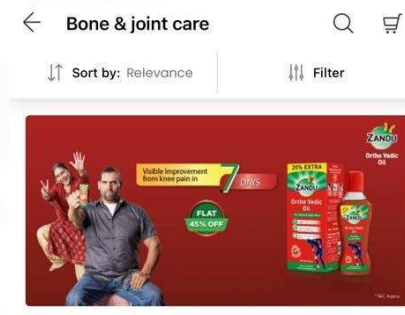
Pain Management Range



- ▶ **Pain Management Range** corrected by **9%** in Q4FY23 and by **14%** in FY23
 - ▶ However, sales grew by **31%** in Q4FY23 and by **29%** in FY23 compared to pre-pandemic period i.e. Q4FY19 & FY19 respectively.
- ▶ **Launched Zandu Fast Relief Spray in Q4FY23** complementing the launch of Zandu Fast Relief Pain Relief Gel in Aug'22
 - ▶ Recommended by The Indian Association of Physiotherapists and endorsed by Dr. Ali Irani (Ex-Indian Cricket Team physio)
- ▶ **Launched Zandu Roll-On in flow wrap for better visibility** at the chemist- placement vis-à-vis competition



Pain Management Range



Chemist Visibility Campaign

- Driving permanent visibility with 900+ chemists in core markets
- Chemist visibility round the year with religious calendar with 14000+ chemists

SKU Extensions

- Launched Zandu Balm 100ml in glass bottle exclusive eCommerce pack
- Larger SKUs (25ml/ 50ml/ 100ml) continued to gained traction

Brand Building for Ortho Vedic Oil on eCommerce

- Increasing visibility with Homepage Banner, Category Banner and Product Page banner across Amazon & 1mg

Brand building for Zandu Fast Relief

- Participation in conferences, exhibitions and marathons
- Connected with 1500+ physios

Consumer connect through high impact TV & print campaigns featuring Sonu Sood & Khali
Local/ Regional Consumer connect through participation in *me/*as and brand experience zone

BoroPlus Range



- ▶ **BoroPlus Range** grew by **1%** in FY23 but declined by **25%** in Q4
 - ▶ **BoroPlus Creams**
 - ▶ Household Penetration* at **20.3%**
 - ▶ Consumed by **6.5 cr** households*, increase of **2%** over PY



*Kantar Household Panel, MAT Mar'23

BoroPlus Range



New communication (TVC & print media) featuring Akshay Kumar showcasing multipurpose usage including usage as “night cream” to drive penetration and average consumption.



YouTube & Instagram Influencer campaign for BoroPlus Aloe Vera Gel



Launched new communication for BoroPlus Soft featuring Nushrat Bharucha



Lucky draw campaign for BoroPlus prickly heat powder to increase trade engagement

BTL support - Van promotion, rural campaigns, digital paintings, Bus branding, participation in melas & MT visibility



Male Grooming Range



- ▶ **Male Grooming Range** grew by **29%** in Q4FY23 and **3%** in FY23
 - ▶ **Fairness Creams**
 - ▶ Household Penetration* at **2%** increased by **30 bps** over PY
 - ▶ Consumed by **6.5 cr** households*, increase of **2%** over PY



Launched digital campaign for Fair and Handsome with Salman Khan in Q4 reaching out to 3.3 crore consumers

*Kantar Household Panel, MAT Mar'23

Healthcare Range



- ▶ Sales corrected by **12%** in FY23 & **13%** in Q4FY23
 - ▶ However, sales grew by **8%** & **7%** in FY23 & Q4FY23 respectively on a 4 year CAGR basis
- ▶ **Zanducare** performing well despite drop in immunity portfolio
 - ▶ **11 mn** unique visitors in FY23; **17%** higher than last year
 - ▶ **14 Digital first launches on D2C portal in FY23**

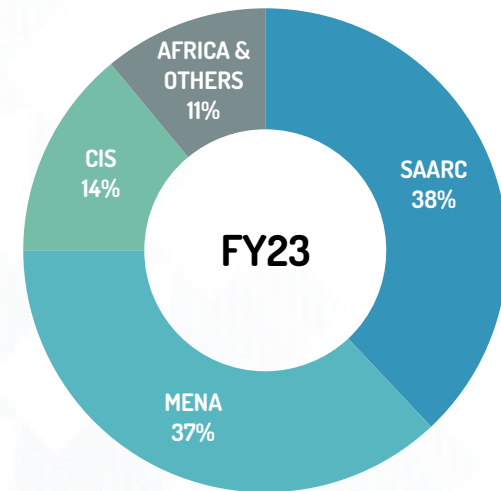


International Business



- ▶ Sales grew by **19%** in Q4 & by **20%** in FY23
- ▶ Strong growth despite high inflation, currency depreciations, disturbed macro-economic conditions & Russia Ukraine dispute
- ▶ MENA, CIS and SAARC regions performed well

**International Business
Region wise sales salience**



SAARC	South Asian Association for Regional Cooperation (Major countries – Bangladesh, Nepal, Sri Lanka etc.)
MENA	Middle East & North Africa (Major countries – KSA, UAE, Qatar, Oman, Kuwait, Bahrain etc.)
CIS	Commonwealth of Independent States (Major Countries – Russia, Ukraine etc.)

New launches in International Business



Navratna Gold Herbal Oil



Navratna Zaith Zaitoon Herbal Oil



Creme 21 - Petroleum Jelly



Creme 21 - Aloe Vera Gel



Boroplus Panthenol



Boroplus Soft



Smart and Handsome Face Mask Sheet

Q4FY23 Consolidated Financials



₹ in Million

Particulars	Q4FY23	%	Q4FY22	%	Growth over PY
Net Sales	8,166.0	97.7%	7,619.0	99.2%	7.2%
Other Operating Income	193.5	2.3%	62.9	0.8%	207.6%
Revenue from Operations	8,359.5	100.0%	7,681.9	100.0%	8.8%
Materials Cost	3,081.7	36.9%	2,876.9	37.5%	7.1%
A&P	1,296.6	15.5%	1,494.7	19.5%	-13.3%
Staff Cost	920.7	11.0%	788.5	10.3%	16.8%
Admin and other expenses	1,062.4	12.7%	882.4	11.5%	20.4%
EBIDTA	1,998.1	23.9%	1,639.4	21.3%	21.9%
Other Income	137.5	1.6%	302.9	3.9%	-54.6%
Interest	13.7	0.2%	18.2	0.2%	-24.7%
Amortisation of acquired TM's/ brands	390.2	4.7%	604.3	7.9%	-35.4%
Depreciation/Amortisation of other assets	249.5	3.0%	230.3	3.0%	8.3%
PBT before Exceptional Items	1,482.2	17.7%	1,089.5	14.2%	36.0%
Share of Profit /(loss) of associate	(3.5)	0.0%	(59.3)	-0.8%	94.1%
Exceptional Items	-	0.0%	(51.8)	-0.7%	100.0%
PBT	1,478.7	17.7%	978.4	12.7%	51.1%
Tax	62.5	0.7%	(259.4)	-3.4%	124.1%
PAT before MAT Credit Entitlement of earlier yrs	1,416.2	16.9%	1,237.8	16.1%	14.4%
MAT Credit Entitlement (for Earlier Years)	-	0.0%	(2,303.3)	-30.0%	100.0%
Profit After Tax	1,416.2	16.9%	3,541.1	46.1%	-60.0%
Non controlling interest	(28.1)	-0.3%	(18.5)	-0.2%	-51.9%
Profit for the Period	1,444.3	17.3%	3,559.6	46.3%	-59.4%

FY23 Consolidated Financials



₹ in Million

Particulars	FY23	%	FY22	%	Growth over PY
Net Sales	33,620.1	98.7%	31,527.2	98.9%	6.6%
Other Operating Income	437.2	1.3%	345.0	1.1%	26.7%
Revenue from Operations	34,057.3	100.0%	31,872.2	100.0%	6.9%
Materials Cost	12,013.6	35.3%	10,730.7	33.7%	12.0%
A&P	5,607.0	16.5%	5,229.0	16.4%	7.2%
Staff Cost	3,677.6	10.8%	3,177.7	10.0%	15.7%
Admin and other expenses	4,131.5	12.1%	3,211.1	10.1%	28.7%
EBIDTA	8,627.6	25.3%	9,523.7	29.9%	-9.4%
Other Income	689.3	2.0%	952.5	3.0%	-27.6%
Interest	73.9	0.2%	50.7	0.2%	45.8%
Amortisation of acquired TM's/ brands	1,498.9	4.4%	2,405.7	7.5%	-37.7%
Depreciation/Amortisation of other assets	973.6	2.9%	942.1	3.0%	3.3%
PBT before Exceptional Items	6,770.5	19.9%	7,077.7	22.2%	-4.3%
Share of Profit /(loss) of associate	(75.0)	-0.2%	(145.8)	-0.5%	48.6%
Exceptional Items	-	0.0%	(51.8)	-0.2%	100.0%
PBT	6,695.5	19.7%	6,880.1	21.6%	-2.7%
Tax	421.4	1.2%	816.7	2.6%	-48.4%
PAT before MAT Credit Entitlement of earlier yrs	6,274.1	18.4%	6,063.4	19.0%	3.5%
MAT Credit Entitlement (for Earlier Years)	-	0.0%	(2,303.3)	-7.2%	100.0%
Profit After Tax	6,274.1	18.4%	8,366.7	26.3%	-25.0%
Non controlling interest	(121.6)	-0.4%	(23.2)	-0.1%	-424.1%
Profit for the Period	6,395.7	18.8%	8,389.9	26.3%	-23.8%

Summarized Balance Sheet

₹ in Million



Sl.	Equity & Liabilities	As at 31.03.2023	As at 31.03.2022	Sl.	Assets	As at 31.03.2023	As at 31.03.2022
		Audited	Audited			Audited	Audited
	EQUITY			1	Non - Current Assets		
(a)	Equity Share capital	441	441	(a)	Property, Plant and Equipment	6,301	6,857
(b)	Other Equity	22,587	20,325	(b)	Capital work-in-progress	58	17
	Total Equity attributable to owners of the Parent	23,028	20,766	(c)	Investment Properties	534	541
(c)	Non-Controlling Interest	100	-23	(d)	Other Intangible Assets	4,752	5,601
	Total Equity	23,128	20,743	(e)	Goodwill on Consolidation	682	242
				(f)	Right of Use Assets	185	198
	LIABILITIES			(g)	Intangible assets under development	6	14
1	Non-Current Liabilities			(h)	Financial Assets		
(a)	Financial Liabilities			(i)	Investments		
	(i) Lease Liabilities	90	99	a)	Investment in Associates	109	561
	(ii) Other Financial Liabilities	69	69	b)	Others	1,691	2,071
(b)	Provisions	277	252	(ii)	Loans	17	48
(c)	Deferred Tax Liabilities (Net)	134	75	(iii)	Other Financial Assets	199	767
(d)	Other Non-Current Liabilities	161	179	(i)	Deferred Tax Assets (net)	3,637	2,838
				(j)	Other Non-Current Assets	61	93
		732	675			18,231	19,847
2	Current liabilities						
(a)	Financial Liabilities			2	Current assets		
	(i) Borrowings	736	2,637	(a)	Inventories	3,280	3,576
	(ii) Lease Liabilities	79	80	(b)	Financial Assets		
	(ii) Trade Payables			(i)	Investments	1,134	395
	Total outstanding dues of Micro & Small Enterprises	313	337	(ii)	Trade Receivables	4,146	3,209
	Total outstanding dues of creditors Other than Micro & Small Enterprises	3,850	3,750	(iii)	Cash & Cash Equivalents	468	276
	(iii) Other Financial Liabilities	682	464	(iv)	Bank Balances other than (iii) above	1,380	884
(b)	Other Current Liabilities	301	254	(v)	Loans	60	38
(c)	Provisions	1,021	1,464	(vi)	Other Financial Assets	713	457
(d)	Current Tax Liabilities (Net)	257	170	(c)	Current Tax Assets (Net)	7	9
				(d)	Other Current Assets	1,680	1,884
		7,239	9,157			12,868	10,728
	Total Equity and Liabilities	31,098	30,575		Total Assets	31,098	30,575

Net Cash of ₹ 275 crore



Thank you