



Name of Vice President (Emami): Dilip Poddar

Year of Establishment : 1974

Product: Wide range of products ranging from Baby Care to Hair Care to Ayurvedic Cosmetic products like Boroplus, Fair & Handsome, Navratna Oil, Chyawanprash, Sona-Chandi Chyawanprash, Himani Fast Relief, Cold Cream, Mentoplus etc.,

History: Emami Group was the progeny of the desire of two childhood friends, Mr. R. S. Agarwal and Mr. R. S. Goenka, to do something substantial in life. They set up Kemco Chemicals, an Ayurvedic medicine and cosmetic manufacturing unit in Kolkata in 1974.

In 1995, Kemco Chemicals, the partnership firm was converted into a Public Limited Company under the name and style of Emami Ltd.

Emami, today has grown into an Rs 1000 Crore company. The company, since inception, has under the flagship of Emami Group, diversified into Pharma-ceuticals, Bio-Diesel, Cement, Medicines and Paper making.

Achievements: The expertise of a team of qualified and dedicated professionals helps manage this vast empire. The milestones covered and achievements achieved depend wholly on the



making people **HEALTHY**
and, beautiful **NATURALLY**

Selected 2011-13



creativity, innovations, teamwork performance and success of our associates at all levels.

Market: Many milestones have been covered from the early days when the two friends used to go around places and sell their cosmetics from shop to shop. They piled their goods on hand pulled rickshaws and went on distribution drives making their brand extremely popular, available and acceptable among consumers. Today within three decades, the company has grown into a huge Rs. 1000 crore Emami Ltd, under the Rs. 3000 crore flagship company Emami Group. The total turnover of Emami includes sales in domestic and export market.

Emami covers India with 29 depots across the country and enjoys a wide distribution network comprising 2500 + distributors and a direct coverage of 4.15 lacs outlets. To felicitate this distribution strength, Emami has a very strong and motivated sales force.

Recent Development: The Company continues to launch new products like Fair and Handsome fairness cream for men, Navratna cool talc, Boroplus light cream and lotion, Mr. and Mrs. Black Kesh Kala, Malai Kesar Cold Cream and Ayurvedic OTC products like Good Morning (an Ayurvedic laxative churna), Sardi Ja (a cough syrup and Vaporub), Memo-plus (a memory booster) and Healthy & Fair ayurvedic baby massage oil.



Our Vision: Making people healthy and beautiful, naturally.

Expansion plan: With the change of scenario in retail market the Company has drawn an extensive coverage plan for targeting customers in modern format outlets effectively selling in the market directly or through exclusive distributors. The company plans to strengthen rural coverage and introduce smart sales force.



Brand Values: Emami Limited is one of the major health and personal care FMCG companies in India with its brand presence globally. The focus is on providing the consumers with innovative products which are capable of meeting their multiple needs and add value by enhancing the quality of life. Through innovative and power brands, Emami touches the lives of all consumers, spanning across various income groups in both urban and rural India. Emami's success story is not only weaved around the holistic healing system of

ayurveda, but also in its product innovation, dynamic and focused leadership, a strong supply-chain management and unwavering commitment. A brand is a commitment to the consumers and in Emami, its brands are a synthesis of innovation, cutting-edge technology; product efficacy and intelligent pricing.

Social Responsibilities: Emami's mission of a contributing whole heartedly towards the environment and society' attains a more humane form with its approach of addressing various social issues. As a responsible corporate citizen, Emami continues to invest in socially meaningful projects different states of India. As a part of company's Corporate Social Responsibility Emami plans to strengthen various Self Employment schemes like Emami Mobile Traders and Small Village Shops schemes for the rural unemployment youth.

The Company sponsors subsidized treatment of the needy in best-in-class hospitals. Donations are made in the form of free supplies of medicines, assistance for surgeries and hospital charges for the poor through trust. Emami established the 'Emami National Institute for Bone Marrow Transplantation' in the Narayana Hrudayalaya Institute, Bangalore, under the supervision of Dr Devi Shetty, the well-known cardiac surgeon. This institute provides treatment for bone marrow transplantation at free or affordable costs to the needy.

Some Things You Didn't Know About Us: No Strikes – this is a very big achievement of our company.

