

31<sup>st</sup> July, 2025

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**

**Sub: Press Release and Investor Presentation**

Dear Sir/ Madam,

In compliance with the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, please find enclosed copy of Press Release and Investor Presentation on the Unaudited Financial Results (Standalone & Consolidated) of the Company for the quarter ended 30<sup>th</sup> June, 2025.

The aforesaid information will also be available on the website of the Company at [www.emamilttd.in](http://www.emamilttd.in).

This is for your information and record.

Thanking You,

Yours faithfully,  
**For Emami Limited**

**Ashok Purohit**  
**Company Secretary and Compliance Officer**  
**Membership No: F7490**

*(Encl: As above)*

## EMAMI REPORTS 9% PROFIT GROWTH IN Q1FY26

### Strengthening Core Business and Accelerating Innovation-Led Growth

#### Q1FY26 HIGHLIGHTS

- Stable topline at **₹904 crores** despite a challenging demand environment;
  - Core domestic business (excluding Talc/PHP) posted **6%** revenue growth
  - Talc/Prickly Heat Powder (PHP) category declined 17% YoY due to unseasonal rains and early monsoons but remains strong on a **2-year CAGR of 13%**
- Gross Margins expanded by **170 bps** to **69.4%**, driven by improved cost efficiency
- Profit After Tax grew **9%** YoY to **₹164 crores**

*Notes: All financial figures are based on Consolidated Financials*

*PHP: Prickly Heat Powder*

**Kolkata, Thursday 31<sup>st</sup> July 2025:** The Board of Directors of Emami Limited met on Thursday 31st July 2025 to consider the unaudited financial results of the company for the first quarter of FY26.

The quarter witnessed persistent pressure on urban discretionary consumption, while rural demand displayed signs of recovery. However, an unusually soft and shortened summer, caused by unseasonal rainfall and the early arrival of the monsoon, negatively impacted consumption across the company's summer-centric portfolio.

Despite these macro headwinds, the company maintained a stable topline performance. Revenues remained broadly flat on a year-on-year basis, with a 2-year CAGR of 5%. Excluding the talc/PHP portfolio, the company's core domestic business delivered a 6% revenue growth, reflecting the strength and resilience of its diversified offerings. Categories like the Pain Management range and BoroPlus Antiseptic Creams delivered strong growth during the quarter.

The talcum and prickly heat powder (PHP) category, which is highly reliant on peak summer sales, declined by 17% due to adverse weather conditions. However, this decline comes against an exceptionally high base of 54% growth in Q1FY25. On a 2-year CAGR basis, the category continued to grow at 13%, underscoring long-term strength. For the full summer season this year (January to June 2025), the category posted flat growth, despite weather-related headwinds.

Innovation continued to be a key growth lever. The company introduced several new offerings including Dermicool Prickly Heat Spray, Navratna Ayurvedic Hairfall Control Oil, Navratna Cool Talc – Fresh Floral and BoroPlus Icy Citrus Blast Prickly Heat Powder. In line with its digital-first strategy, the company rolled out innovations exclusively through its Zanducare platform: Zandu

Shilajit Cool Rush Capsules & Resin, Zandu Kansa Wand Ayurvedic Massager, and Zandu Chia & Flax Seeds.

The International Business delivered modest growth despite ongoing macroeconomic and geopolitical uncertainties across key markets such as Bangladesh, the Middle East, and Africa. The company remains committed to long-term value creation in these regions through focused portfolio strategies and localized innovations.

On the financial front, Gross Margins expanded by 170 basis points to 69.4%, supported by benign input costs and judicious price increases. EBITDA stood at ₹214 crores, while Profit After Tax grew 9% YoY to ₹164 crores.

Looking ahead, the Company expects macro environment to gradually improve, supported by a buoyant monsoon, stabilizing inflation, and ongoing consumption recovery. With strategic levers of innovation, distribution expansion, digital acceleration, and cost agility firmly in place, the Company is well-positioned to drive sustainable and profitable growth in the quarters ahead.

**Mr Harsha V Agarwal, Vice Chairman and Managing Director, Emami Limited said:**

*“Our performance this quarter reflects the underlying strength and resilience of our brands, even in the face of an unusually subdued summer. Our Talc/PHP category maintained a 2-year CAGR of 13%. Our flagship brands are being future-proofed; Kesh King is undergoing a strategic transformation to enhance long-term relevance, while Smart & Handsome is expanding into adjacent male grooming categories. The Man Company’s return to growth in June 2025 is especially encouraging, and we are confident of sustaining this trajectory through sharper positioning and a comprehensive brand revamp. Looking ahead, we are optimistic about growth in the coming months, driven by strong monsoon conditions, easing inflation, and potential interest rate reductions. These factors are expected to support a recovery in consumption and strengthen overall economic momentum ”*

**Mr Mohan Goenka, Vice Chairman and Whole-Time Director, Emami Limited said:**

*“ We are pleased with the strong momentum in our organised channels—Quick commerce, in particular, scaled nearly 3x year-on-year, affirming the success of our omnichannel approach. Despite a flattish topline, we delivered a 9% growth in Profit After Tax, underscoring our sharp focus on profitability and operational efficiency. We remain confident in our margin trajectory, supported by favourable input costs and operational efficiencies. With an innovation-led portfolio, and a strong digital-first brand strategy, we are well-positioned to accelerate growth. As macro conditions begin to improve with a strong monsoon and easing inflation, we are confident that consumer demand will gradually strengthen. Our strategic levers are in place, and we remain committed to driving sustained, profitable growth in the quarters ahead.”*

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#### **About Emami Ltd**

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 550 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, went on to acquire 'Dermicool', one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 5.4 million retail outlets across India through its network of 3400+ distributors and its global footprint spans over 70 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal and many others over the years.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit [www.emamilttd.in](http://www.emamilttd.in) for further information.

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PRICKLY HEAT  
SPRAY

# ITCHING & RASHES *making* EVERY DAY TOUGH?

CHOOSE DERMICOOOL PRICKLY HEAT SPRAY'S COOLING RELIEF.

Easy to use



INTRODUCING

**NEW**  
**DERMICOOOL**  
**PRICKLY HEAT**  
**SPRAY**

Instant cooling action



Antibacterial protection



WITH THE  
**DOUBLE  
POWER**  
OF NEEM & TULSI



FIGHTS  
PRICKLY HEAT

Emami\* LIMITED

## Q1FY26 Performance Update

31<sup>st</sup> July 2025

# Fresh Identity

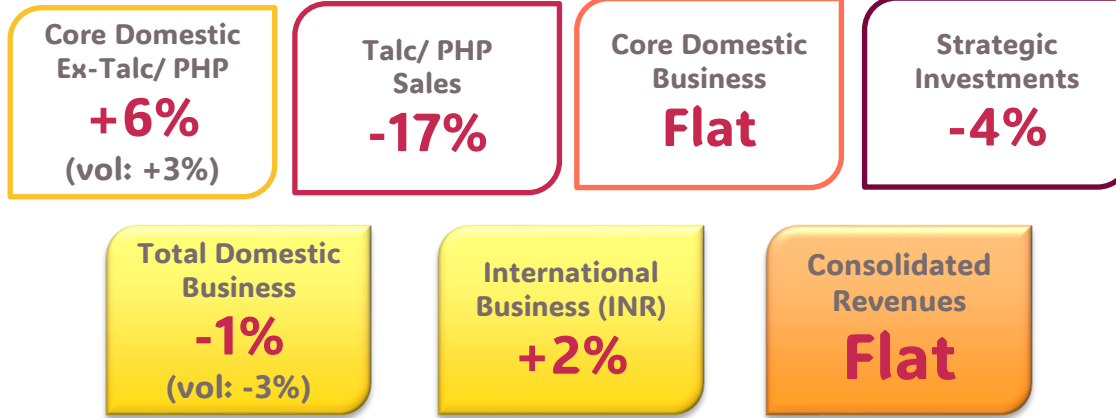
## Bold Future

- **Marking golden jubilee with a bold new identity, blending legacy with global ambition.**
- **The dynamic sphere and stylized 'e' reflect agility, innovation, and a growing global presence.**
- **Vibrant hues and a bold wordmark signal confidence while honoring heritage.**
- **More than a redesign — a reaffirmation of purpose, progress, and transformation.**





# Q1FY26 Sales Performance



Navratna Cool Oils  
**+6%**



BoroPlus Antiseptic Creams  
**+60%**



Zandu & Mentho Plus Balms  
**+16%**

Note- PHP: Prickly Heat Powder

# Talc/ PHP Performance

- Decline of 17% on a significantly high base of 54% growth in Q1FY25
- 2-year CAGR at **13%**
- Flat growth in Full season (Jan-Jun'25) despite weather-related headwinds





# Domestic Brand wise performance

## Navratna & Dermicool Range

- Launched **Dermicool Prickly Heat Spray** in Apr'25 - Provides effective cooling relief and antibacterial protection with a convenient and easy format.
- Relaunched **Navratna Gold** in select channels
- Launched new variants –
  - **Navratna Ayurvedic Hairfall Control Oil** - Reduces Hair fall Caused by Stress
  - **Navratna Cool Talc – Fresh Floral** – in Odisha

Growth  
**-5%**



Growth ex  
talc-PPH  
**+7%**



Navratna Oil TVC & Digital Campaign for South Market Starring two comedy superstars of South- Vennela Kishore & Vidhyulekha Raman. Generated 3 mn+ impressions online.



New TVC & Digital Campaign with Bhojpuri Star, Pradeep Pandey for Navratna Cool Talc Re. 1 SKU reaching 14.3 mn digital views



New TVC for Dermicool Created using complete Generative AI garnering 22 mn views - featured on YouTube's Best of Ads - India



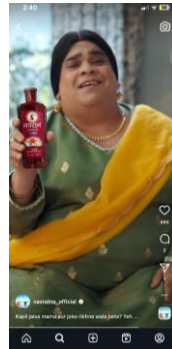
New TVC for Dermicool Soap

# Domestic Brand wise performance

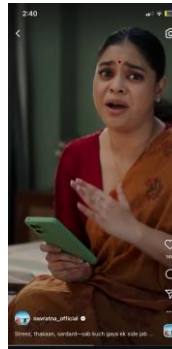
## Navratna & Dermicool Range - Digital



Navratna Oil Digital Campaigns achieved 127 mn + Impressions on YouTube



Kapil Ke Raahat Nuskhe – New Humour led 16 Assets launched for first time- 1.3 Mn+ Impressions achieved



Released a Bhojpuri song for Navratna Extra Thanda Oil. 2.2 Mn+ Views achieved within 10 days of launch



Focused GARMi campaign for Navratna Cool Oil on YouTube & Facebook with 4Mn+ Impressions



Dermicool Collaborated with Dermatologists to strengthen its equity on Effective Relief from Prickly Heat – 2 lac+ views



Meme Campaign for Dermicool garnering 4.8mn views



Influencer & Meme Campaign for Navatna Cool Talc garnering 6.5 mn views



# Domestic Brand wise performance

## Pain Management Range



Growth  
**+17%**

- Strong growth in Balms accentuated by early monsoons
- Zandu Fast Relief range, gel and spray outperforming in consumer facing channels
- Relaunched Zandu Roll-On as **"Zandu Roll-on Tension Gone"** offering dual relief for both headache and cold symptoms



Van Operations in MH, TN



Dealer Boards in Tamil Nadu



Mentho Plus Balm Total BTL Activation in Prominent Markets of South



Participation in Chitrai & Jaggannath Puri Festival



Wall painting across west zone



Participation in marathons & physio connect programs



# Domestic Brand wise performance

## Healthcare Range

- **Launched New Communication for Zandu Pancharishta to motivate brand trials**
  - Highlighting how prolong chronic digestive problem affects overall health and motivate consumers to take corrective action
- **Launched Campaign for Zandu Nityam – Jeeto Kabz Wali Fight**
  - Highlighting how Zandu Nityam helps with overnight constipation relief without any stomach cramps and hence makes you feel light and active
- **Repositioned Zandu Vigorex Shilajit Gold as “My Gym Partner”**
  - To improve awareness and consideration for Zandu Vigorex Shilajit Gold as a cost-effective gym and fitness partner capitalizing Vijender Singh’s Regional popularity
- **Zanducare continued to grow strongly led by Digital First portfolio**
  - Launched Shilajit Cool Rush Capsules & Resin, Zandu Kansa Wand Ayurvedic Massager and Seeds range

Growth  
**+4%**



# Domestic Brand wise performance

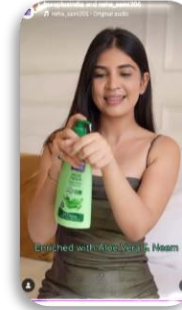
## BoroPlus Range



Growth  
**-5%**

BoroPlus  
Antiseptic  
Cream  
**+60%**

- Strong growth in Antiseptic Cream & Soft Cream
- Launched new Icy Citrus Blast variant and a Rs. 10/- SKU (20g) for BoroPlus Prickly Heat Powder



Influencer campaign for BoroPlus Aloe Neem Lotion – Achieved 1.4 mn views



Summer Range  
visibility in MT



MT Robot Visibility



GT Visibility

# Domestic Brand wise performance

## Male Grooming Range

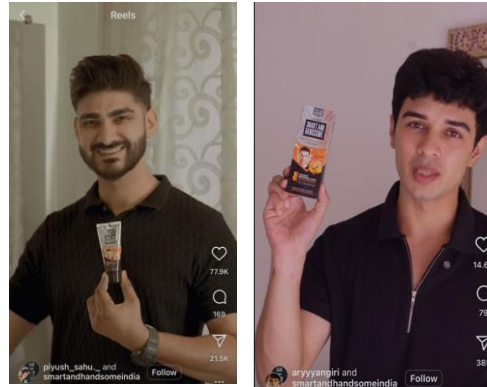


Growth  
-9%

- Smart and Handsome to extend to new categories in H2FY26:
- Full 360° relaunch of the brightening range with new communication.
- Strengthening innovation pipeline and category diversification



Smart And Handsome went live on Jio Hotstar in IPL 2025-26 in key 33 cities, reaching more than a million consumers



Smart And Handsome Influencer Activation with 10 influencers on Social Media reaching 5.12 Million with 2.96 lac engagements



HE EDTs placed in Metro & Walmart; Reliance Launching Soon in 100 Stores



# Domestic Brand wise performance

## Kesh King Range



Growth  
-5%

- Relaunch planned in H2FY26
- To revamp with new Proposition, Packaging, Pricing and Product supported by 360° campaign



Kesh King Shampoo TVC : with heavy GRPs



Sachet Hangers Placement



MT awareness to drive trials and increase consideration



New TVC Sustenance Campaigns with Beauty Influencers

# Strategic Subsidiaries



- Sales stabilizing with the brand returning to growth in June'25
- Ramping up growth in upcoming quarters by increasing share on marketplace/ Qcom platforms and 360° brand revamp



- Green shoots witnessed in marketplace channel.
- Distribution expansion planned in offline channels

Sales declined by 4%

# New Launches : Q1FY26



**DermiCool Prickly Heat Spray**  
for effective cooling relief and antibacterial protection with a convenient and easy format.

## New Launches on Zanducare



**Zandu Shilajit Cool Rush Capsules & Resin**



**Zandu Kansa Wand Ayurvedic Massager**



**Zandu Chia & Flax Seeds**

## Re-Launches



**Zandu Roll On Tension Gone**



**Navratna Gold Cool Oil**

## Variant Launches



**Navratna Ayurvedic Hairfall Control Oil**



**Navratna Cool Talc - Fresh Floral**



**BoroPlus Icy Citrus Blast Prickly Heat Powder**

**HE Gift Boxes**  
Combination of premium gift boxes





# BTL Activations

Rural Promo Vans



Salon Contact Activity



Participation in Fairs and Festivals



MT Activations



Railway Station Branding



Auto Hood Branding



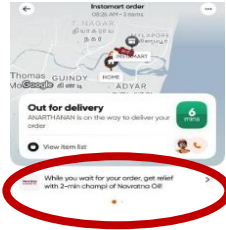
Digital wall paintings



Bus Branding



E-Com visibility



In store visibility



Local Train/ Metro Branding



Traffic Shade Activation



Sampling



Yoga Day Celebration



Doctor Connect



# International Business Performance

International  
Business (INR)

**+2%**

International  
Business (CC)

**Flat**

Contribution  
to Overall Sales

**16%**

**SAARC & SEA**  
(44% Contribution)



**MENA**  
(41% Contribution)



**CIS**  
(11% Contribution)



# Q1FY26 Profitability

₹ cr	Revenues 904	Gross Profit 628	A&P Spends 180	EBIDTA 214	PAT 164
Growth	Flat	+2%	-2%	-1%	+9%
% to Revenues	69.4%	19.9%	23.7%	18.2%	
Change	+170 bps	-40 bps	-20 bps	+160 bps	

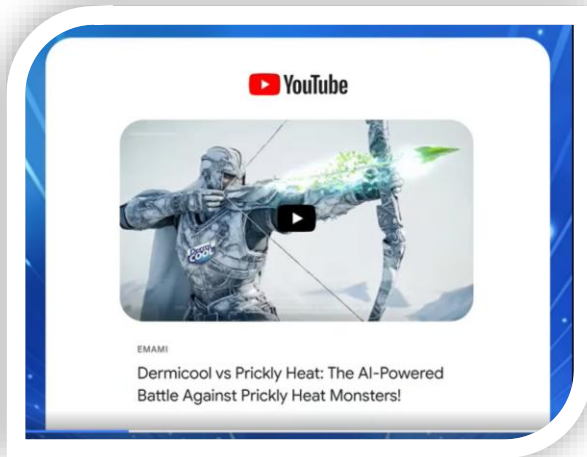


# Consolidated Financials

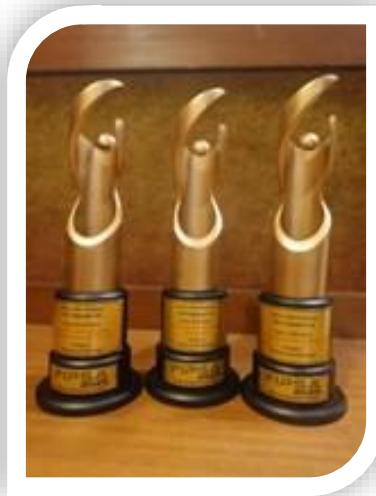
₹ in crore

Particulars	Q1FY26	%	Q1FY25	%	Growth	FY25	%
<b>Net Sales</b>	<b>893.1</b>	<b>98.8%</b>	<b>896.5</b>	<b>98.9%</b>	<b>-0.4%</b>	<b>3,765.1</b>	<b>98.8%</b>
Other Operating Income	11.0	1.2%	9.6	1.1%	14.6%	44.1	1.2%
<b>Revenue from Operations</b>	<b>904.1</b>	<b>100.0%</b>	<b>906.1</b>	<b>100.0%</b>	<b>-0.2%</b>	<b>3,809.2</b>	<b>100.0%</b>
Materials Cost	276.5	30.6%	293.0	32.3%	-5.6%	1,194.2	31.4%
A&P	179.8	19.9%	183.7	20.3%	-2.1%	694.0	18.2%
Staff Cost	119.5	13.2%	111.1	12.3%	7.6%	447.0	11.7%
Admin and other expenses	114.2	12.6%	101.8	11.2%	12.1%	448.8	11.8%
<b>EBIDTA</b>	<b>214.2</b>	<b>23.7%</b>	<b>216.5</b>	<b>23.9%</b>	<b>-1.0%</b>	<b>1,025.1</b>	<b>26.9%</b>
Other Income	21.6	2.4%	10.5	1.2%	106.3%	68.1	1.8%
Interest	2.4	0.3%	2.1	0.2%	18.3%	9.3	0.2%
Amortisation of acquired TM's/ brands	22.8	2.5%	23.2	2.6%	-1.9%	92.6	2.4%
Depreciation/Amortisation of other assets	21.7	2.4%	21.2	2.3%	2.4%	85.7	2.2%
<b>PBT before share of Profit /Loss of associate</b>	<b>188.9</b>	<b>20.9%</b>	<b>180.5</b>	<b>19.9%</b>	<b>4.7%</b>	<b>905.7</b>	<b>23.8%</b>
Share of Profit /(loss) of associate	(2.1)	-0.2%	(2.1)	-0.2%	0.9%	(11.8)	-0.3%
<b>PBT</b>	<b>186.8</b>	<b>20.7%</b>	<b>178.4</b>	<b>19.7%</b>	<b>4.7%</b>	<b>893.9</b>	<b>23.5%</b>
Tax	22.5	2.5%	27.8	3.1%	-19.0%	91.1	2.4%
<b>Profit After Tax</b>	<b>164.3</b>	<b>18.2%</b>	<b>150.6</b>	<b>16.6%</b>	<b>9.1%</b>	<b>802.7</b>	<b>21.1%</b>
Non controlling interest	(0.0)	0.0%	(2.0)	-0.2%	-99.9%	(3.7)	-0.1%
<b>Profit for the Period</b>	<b>164.3</b>	<b>18.2%</b>	<b>152.6</b>	<b>16.8%</b>	<b>7.6%</b>	<b>806.5</b>	<b>21.2%</b>

# Awards & Accolades



**Dermicool AI ad featured in the global list of YouTube Best of Advertisements under India.**



**Received three prestigious FIPSA-2025 Responsible Packaging Awards, organized by the Federation of Indian Packaging Standards and the National Institute of Design, Madhya Pradesh**



**Received the Silver Award at the 22nd CII National Circle Competition under the "Quality Improvement" category.**



**Thank you**