

# IMPACT

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## MAKEOVER FOR FMCG FIRMS

The COVID-19 lockdown led to the emergence of a far more flexible, agile, responsive and digitally led FMCG category



## ANIL KAPOOR, AN ICONIC AGENCY-BUILDER

Revisiting the illustrious life and career of ad legend, Anil Kapoor who viewed advertising through the marketer's lens and helped rebuild Ulka Advertising, taking it to new heights

# EMAMI LIMITED



**H**aving rolled out around 20 products under the Zandu umbrella since the pandemic, Emami will continue to focus on the healthcare category. Personal care and home hygiene will be other focus areas. The company is also exploring the inorganic growth route through partnerships and investments in digital-first brands for which it has earmarked ₹100 crore.

Commenting on the same, **Harsha V. Agarwal, Director Emami** says, “There is huge opportunity in the digital space that has established itself as an important strategic area for

investing in the next couple of years. E-commerce sales of our products have shown significant growth over the past few quarters and we have been strengthening our presence in the space by ramping up our product portfolio and launching digital first SKUs. In the healthcare category, under Zandu, there were 18-19 launches within April- September, many of which were online first. Backed by their encouraging response, we are open to leveraging this growth trend through various initiatives which may also include strategic investments and partnerships with

## NEW PRODUCT LAUNCH AND INNOVATION

Nearly 20 new launches in healthcare category under brand Zandu

Forayed into home hygiene space with a range of disinfectants under brand 'EMASOL'

Brand extension for Boro Plus in personal hygiene category with soap, sanitizer, and hand wash range. Organic Aloe Vera gel also launched under the same brand

## OTHER FORAYS

Launch of D2C portal 'Zandu Care'

Many launches under the Zandu umbrella were online first'. E-commerce specific SKUs were also introduced.

## THE DIGITAL THRUST

E-commerce sales doubled in recent quarters contributing to 2% share to the overall revenue; expected to reach 6-7% in the next couple of years.

10-12% increase in digital ad/marketing spends; will continue to increase

₹100 crore earmarked for strategic partnership/investment in digital-first brands; acquisitions to be explored



**HARSHA V. AGARWAL**  
Director Emami

**“In the healthcare category, under Zandu, there were 18-19 launches within April-September, many of which were online first.”**

digital-first brands. It's not that our focus will shift from our core and existing businesses, but we are also targeting the digital first consumers aggressively.”

Emami's ad spends are back to pre-COVID levels, even as its digital growth story continues with a 10-12% increase in digital marketing budgets. The share of e-commerce in the firm's overall revenue doubled in recent quarters to 2%. It is expected to reach 6-7% in the next couple of years, with the company's own recently launched direct-to-consumer channel 'Zandu Care' poised to contribute significantly to this growth.