

31st Anniversary Issue Pages 148

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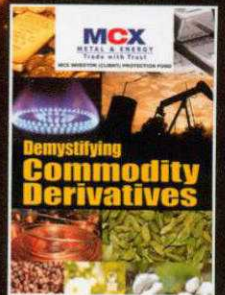
DALAL STREET INVESTMENT JOURNAL

DEMOCRATIZING WEALTH CREATION

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Booklet Inside



Anniversary Special

How the biggies of India Inc. have been using technology to handle technology disruptions & continue in the steady path of wealth creation

DSIJ Special

How to manage your portfolio effectively

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CEO- Finance , Strategy & Business Development, Emami



“ Technology is fuelling better collaboration and productivity of people ”

Can you specifically tell us how technology is helping your company to cut down fixed cost to increase margins?

Adoption of IT in company's value chain has enabled management by exception, sharpened focus on improved stock availability, enhanced order fulfilment and reduced cost of managing complexity. Technology is fuelling better collaboration and

productivity of people within and across functions and higher responsiveness to market needs.

How much percentage of your topline goes to company's technological innovations?

Emami is committed to creating an IT-capable business environment adding value to the company's performance. To

achieve this, we will keep on staying invested handsomely in this direction.

How will manufacturing of FMCG products benefit from adopting new technology going forward?

IT will enable manufacturing to be perfectly in sync with the market demand and drive flexible manufacturing with smaller batch sizes.

“ Technology is fuelling better collaboration and productivity of people within and across functions and higher responsiveness to market needs. ”

How is Emami using technology to market its product?

Emami is quite active in digital marketing, social media and web presence. Some of the product launches have been initiated with digital marketing and social media.