

'Emami is Deeply Rooted in Indian Households, MNCs are No Threat'

Q&A

In an interview to ET Now, Mohan Goenka, director, Emami, said the company

is very aggressive on new launches and that men's grooming, and Ayurveda have future growth potential. Edited excerpts:

What makes you stay in such niche categories like male and female grooming?

At Emami, we have always been in the niche category. We started with Boroplus antiseptic cream, we launched Fair & Handsome, we bought Zandu Balm. Those

have always been niche and our strategy since beginning has been focussed on the ayurvedic categories. Ayurveda mostly falls into the niche categories, it is never mainstream.

Where will the future growth be?

Now the new mantra is Ayurveda. Emami was a very early entrant into this segment. We also bought Zandu Balm in 2008-09. The next leg of growth would surely be from this sector and we are seeing a very big traction from consumers on this particular ayurveda/natural. We are focussing a lot on this front and I am very confident that

ayurveda is the next growth.

How have you managed to make your mark in a space dominated by foreign players?

Emami has a long history we started in 1974 it is a brand which Indians reckon with. So I do not think that we discuss this on a day-to-day basis. It is a very deeply penetrated brand – some of the brands like Navratna or Zandu are available in almost 30 to 40 lakh retail outlets. I do not think that we have any threat from the multinational companies per se. These are Indian brands, deeply rooted in every household.