

Emami mulls setting up manufacturing units in international markets

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FMCG company Emami Limited is exploring options to expand into new international markets and is mulling setting up overseas manufacturing units.

The company, which currently

has a single facility in Bangladesh, is also stepping into the African markets of Nigeria and Ghana through product launches, according to the company's annual report.

"Emami will strengthen its position in the existing markets and also simplify logistics in



Russia, where the demand is expected to rebound," pointed out Prashant Goenka, director, Emami, adding that the firm is "evaluating manufacturing options in other international markets".

On the outlook of the FMCG sector in India, especially post GST, Emami expects the summer

demand to increase for its products, and is likely to grow at 14.7 per cent CAGR. The rural FMCG market is also expected to grow at 17.7 CAGR, it added.

The company was also completely ready to do business in the new tax regime, now that the GST has been officially rolled

out. "The company will take full benefit of the emerging opportunity," the report said.

The company, which has offices in the United Arab Emirates (UAE) also expects to consolidate its market position in the Gulf Cooperation Council (GCC) countries.