

Emami Ltd in Consumer Health (India)

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Abstracts

Emami's strong performance in 2016 was supported by its endeavour to focus on marketing quality products with improved visibility and availability. The company prioritised both modern trade business and direct rural business which experienced double-digit growth. Its rural distribution has increased and widened its penetration under project "Swadesh" in 2016. The company has plans to tap consumer health care by leveraging on the popularity of Ayurveda.

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