

Home-grown FMCGs beat MNCs in the revenue game in FY16: report

PRESS TRUST OF INDIA

New Delhi, October 31

The country's seven leading FMCG companies have fared better than their multinational peers in terms of revenue growth in India during 2015-16 fiscal, says a report.

According to an Assocham-TechSci Research report, the combined revenue of select seven Indian FMCG companies during 2015-16 stood at \$1,066.46 million (over ₹73,835 crore), while that of select seven MNCs was at \$9,436.66 million (over ₹62,961 crore).

Among the domestic FMCG majors, ITC reported a revenue of \$5,944.79 million, while Britannia Industries' revenue was at \$1,222.75 million, the report said. Dabur India's revenue stood at \$884.62 million and Godrej Consumer Products reported a revenue of \$740.24 million. Marico's revenue was

at \$761.14 million while that of Amul was \$743.69 million.

Patanjali beats all

"The performance of Patanjali Ayurved has been unmatched and leaves behind all its competitors in the segment with record growth of 146.31 per cent in the revenue on year-on-year basis. Patanjali Ayurved achieved the revenue of \$769.23 million during 2015-16," the report said.

On the other hand, revenues of multinational companies such as Hindustan Unilever stood at \$4,921.10 million, while Procter & Gamble reported revenue of \$382.20 million, it said.

GlaxoSmithKline Consumer Healthcare's revenue was at \$662.88 million, while revenues of Colgate-Palmolive's and Gillette stood at \$640.35 million and \$321.62 million, respectively.

Patanjali leads the line for Indian FMCG companies

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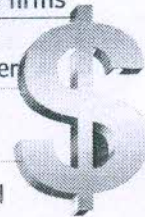
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REVENUE OUTLOOK

\$11,066.46 million	7 Indian FMCG
\$5,944.79m	\$9,436.66 million
ITC Ltd	7 Multinational firms
\$1,222.75m	\$740.24m
Britannia Industries	Godrej Consumer
\$884.62m	\$761.14m
Dabur India	Marico
	\$744m Amul



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As per the study, Nestle's revenue was at \$1,257.74 million and PepsiCo India reported a revenue of \$1,250.77 million. — PTI

FMCG COS LOG MORE REVENUE THAN MNCS

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PTI

Domestic FMCG firms log more revenue than MNCs in FY16: report

NEW DELHI: Seven of the country's leading FMCG companies have fared better than their multinational peers in terms of revenue growth in India during 2015-16 fiscal, a report has said.

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"The performance of Patanjali Ayurved has been unmatched and leaves behind all its competitors in the segment with record growth of 146.31% in the revenue on year-on-year basis. Patanjali Ayurved achieved the revenue of \$769.23 million during 2015-16," the report said.

On the other hand, revenues of multinational companies such as Hindustan Unilever stood at \$4,921.1 million, while

Procter & Gamble Hygiene & Health Care reported revenue of \$382.20 million, it said.

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Indian FMCG companies outpaced MNCs in FY16 growth & revenue

NEW DELHI: Domestic fast moving consumer goods (FMCG) companies have performed significantly well vis-a-vis the multinational companies (MNCs) in India during 2015-16, a research report said on Monday.

"The combined overall revenue of selected eight MNCs during the FY 16 registered a total of \$9,436.66 million, whereas the combined revenue of selected seven Indian FMCG is \$11,066.46 million," the Assocham-Tech-Sci Research report said.

According to the joint study, which observed performance analysis of selected Indian FMCG companies, the highest profit after tax margin is maintained at 25.48 per cent by ITC during 2015-16, as compared to Procter & Gamble Hygiene & Health Care among selected lead-

ing MNC players in FMCG sector in India, which maintained the highest profit after tax margin at 17.03 per cent.

The study stated that Britannia Industries stood second among firms in terms of revenue of \$1,222.75 million during 2015-16 and has registered revenue growth of 10.76 per cent as compared to 2014-15.

However, its after-taxes profit margin (PAT) stood at 9.43 per cent, which is comparatively lower than its peers in the sector.

The performance of Dabur India is next to ITC in terms of PAT registered at 16.34 per cent, followed by Godrej Consumer Products at 15.37 per cent, the report said.

"About the performance of Amul, although the company has revenue \$743.69 million, which is slightly more than



Godrej Consumer Products Ltd., its PAT margin is least amongst others at just 0.32 per cent," the joint study said.

"In case of Amul, the reason can be the fact of controlled prices and nature of milk and milk-made products."

After analysing the performance of selected multinational companies of FMCG

sector in India, the study has observed that Hindustan Unilever is leading with its revenue of \$4,921.10 million with 3.84 per cent year-on-year growth in the revenue.

However, the PAT margin of the company during the year is \$628.06 million or 12.76 per cent, which is comparatively lower than its competitor.

The report further cited that the performance of Glaxosmithkline Consumer Healthcare has recorded 15.94 per cent PAT margin, followed by Colgate-Palmolive (India) with 13.85 PAT margin.

About the performance of PepsiCo India, the report added that the company could not make it possible to have satisfactory overall profit as there was negative PAT margin by 2.18 per cent. IANS

