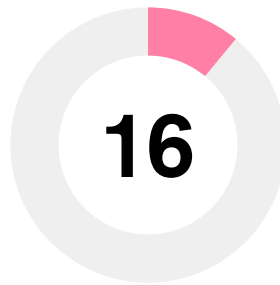


Emami Agrotech ¹

Product Profile Categories

Edible Oils



Rank 16 / Score 1.1



Product Profile

Rank 13 / Score 4.1

Headquarters

India

Retail sales (INR – millions)

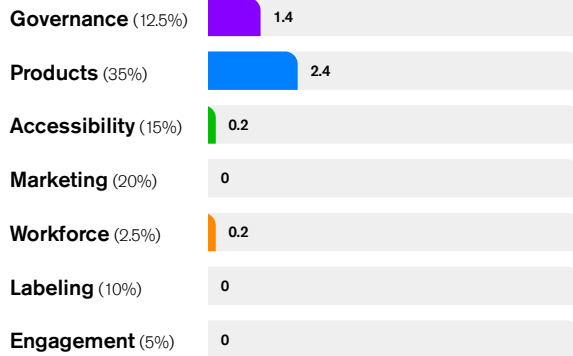
²
89982

Number of employees

25000

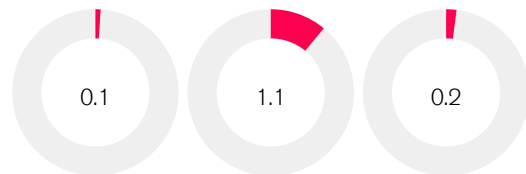
Company Profile

Rank 16 Score 1.1



(%) Figure in brackets is the weighting of the category. All category, commitment, performance and disclosure scores are out of 10

Commitment Performance Disclosure



The bar graph to the left shows company performance across the seven Index categories, which are key topic areas of assessment, and scores are shown for each category. The circles above provide an alternate view on the company's overall results, showing the score per indicator type.

Main areas of strength

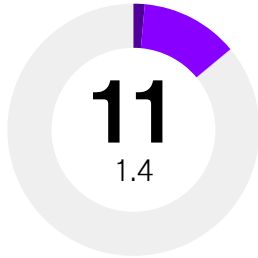
- Emami Agrotech is assessed for the first time in the India Index 2020. ATNI welcomes Emami Agrotech's interest in the Index methodology and participation in the Index stakeholder meetings.
- A number of Emami Agrotech's products are voluntarily fortified with vitamins A and D according to the Food Safety and Standards Authority of India (FSSAI)'s Food Safety and Standards (Fortification of Foods) Regulation, 2018. The company could further improve its approach by voluntarily fortifying all relevant products according to FSSAI guidance, and publicly disclosing its approach to do so.
- Emami Agrotech demonstrates a focus on food quality and safety. The company discloses on its website an ISO-certified Food Safety Management System, and recently obtained further ISO certification for its quality control and research and development laboratory at its Haldia manufacturing facility.
- Emami Agrotech's limited number of edible oil products constitute only part of the company's overall portfolio and the company has no comprehensive nutrition strategy. However, the company publicly discloses how it has assigned managerial oversight of sustainability issues to two named executives.
- The company has an employee health and wellness program that focuses on physical activity. It could enhance the benefits of this program by adding elements related to nutrition and healthy diets.

Priority areas for improvement

- Emami Agrotech ranks sixteenth overall in the India Index with a score of 1.1 out of 10.
- Emami Agrotech ranks thirteenth in the Product Profile with a score of 4.1 out of 10. It is estimated that 33% of its 2018 sales were derived from products achieving a Health Star Rating (HSR) of 3.5 or more out of 5, i.e. the 'healthy' threshold. The company performs well in terms of its mean product healthiness – ranking fourth out of 16 companies. In contrast, when compared with its competitors within the edible oil industry segment, Emami Agrotech's peers score better. It is recommended that Emami Agrotech assesses the portfolios of competitors to explore opportunities to introduce healthier products.
- The company is encouraged to indicate how it could help address the nutrition and health priorities set out in the National Nutrition Strategy and Vision 2022 (Kuposhan Mukh Bharat – free from malnutrition, across the life cycle), and POSHAN Abhiyaan, through its core business model.
- Emami Agrotech should define which of its products are healthy based on objective nutrition criteria. It should consider adopting a policy to improve the accessibility of its healthy and/or fortified products, taking into account how it could reach low-income, rural or urban populations, including in aspirational districts.
- Emami Agrotech could substantially increase its score in Category D – Marketing – by making commitments to market its products responsibly to all consumers and not to market any products to children (its products are unlikely to be marketed to children).
- Emami Agrotech should adopt and publish a labeling policy to ensure that nutrition information is provided on all its products according to the Codex Alimentarius guidelines, and in compliance with local regulations in India. Further, it is encouraged to implement an interpretive front-of-pack labeling system as soon as possible, that is aligned with other companies or industry associations, and is developed in partnership with the Government and other relevant stakeholders.
- Emami Agrotech could increase public disclosure of its nutrition-related commitments, policies and practices in India and is encouraged to engage with ATNI to allow for a more complete assessment of these aspects.

Category Analysis

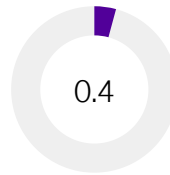
Governance



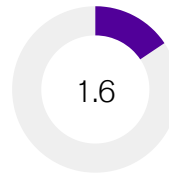
- A1 Nutrition strategy
- A2 Nutrition management
- A3 Reporting quality

All category, criteria, commitment, performance and disclosure scores are out of 10

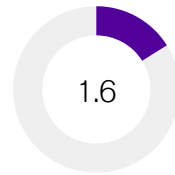
Commitment



Performance



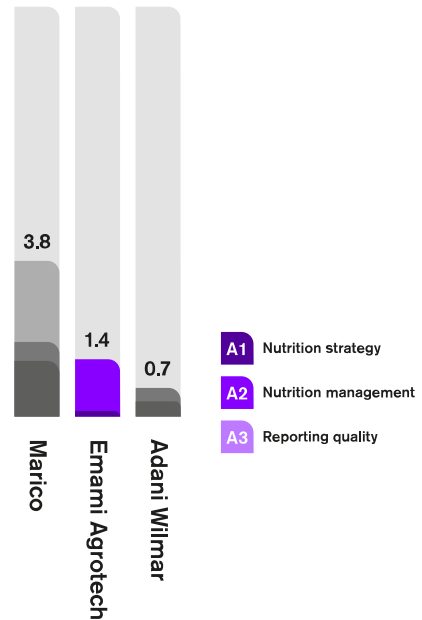
Disclosure



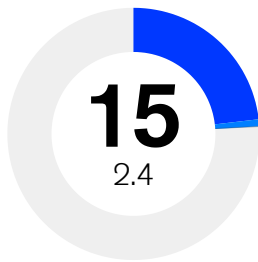
The circle on the left represents the company result for this Index category, showing the rank out of 16 and the score below it. The colored segments represent the respective criteria contributions to the overall category score. The above circles indicate how the company performs on the three types of indicators within this category.

Peer Comparison

Companies are grouped into three different industry segments in this Index based on the type of products they predominantly sell (i.e. contributing 80% or more to their total food and beverage sales) – dairy, edible oil or mixed portfolio. The graph on the right shows how the company's result within this Index category compares to that of its peers within the same industry segment.

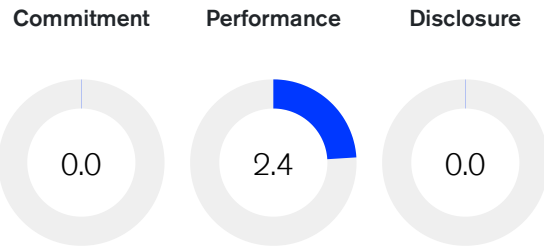


Products



- B1** Product Profile
- B2** Product formulation
- B3** Defining healthy products

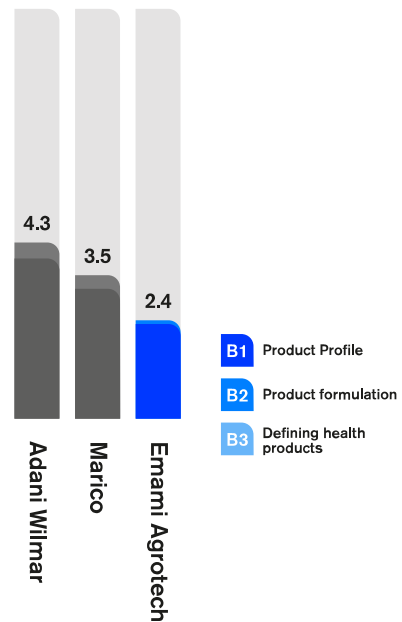
All category, criteria, commitment, performance and disclosure scores are out of 10



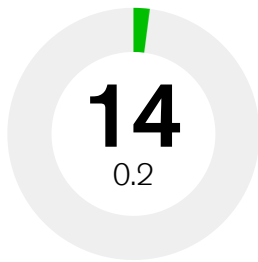
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Peer Comparison

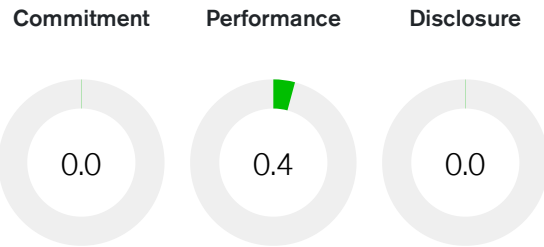


Accessibility



- C1** Product pricing
- C2** Product distribution

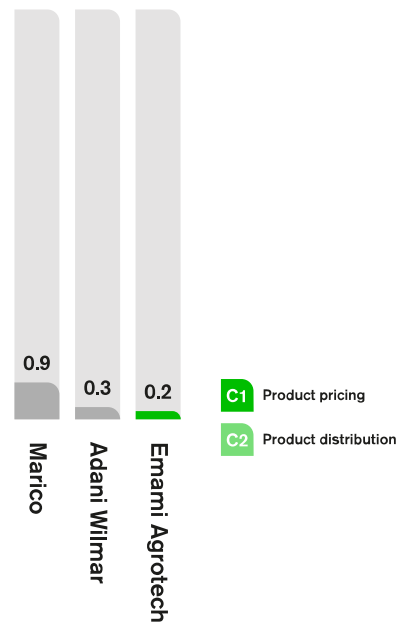
All category, criteria, commitment, performance and disclosure scores are out of 10



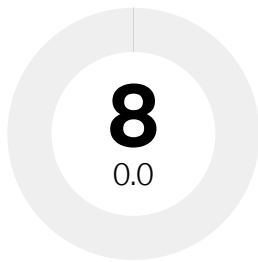
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Peer Comparison

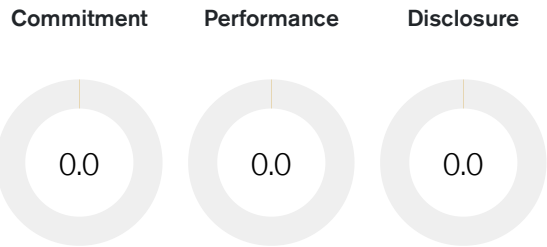


Marketing



- D1 Marketing policy
- D2 Marketing to children
- D3 Auditing and compliance

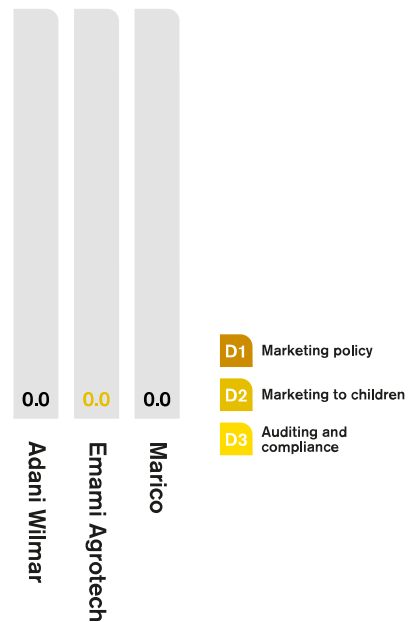
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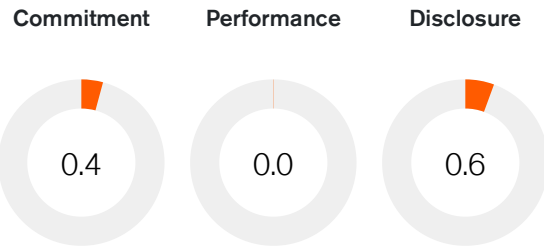


Workforce



- E1 Employee health
- E2 Breastfeeding support
- E3 Consumer health

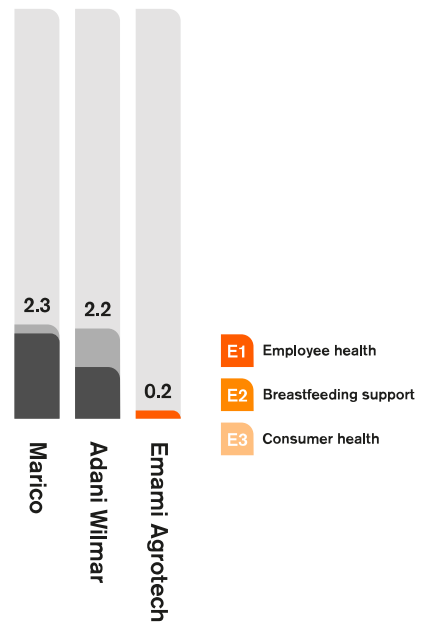
All category, criteria, commitment, performance and disclosure scores are out of 10



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Peer Comparison



Labeling



F1 Product labeling

F2 Claims

All category, criteria, commitment, performance and disclosure scores are out of 10

Commitment

Performance

Disclosure



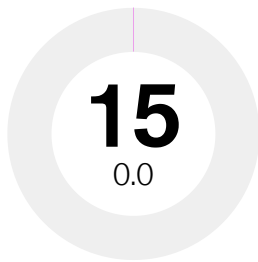
For this category performance indicators were not included. The circle on the left represents the company result for this Index category, showing the rank out of 16 and the score below it. The colored segments represent the respective criteria contributions to the overall category score. The above circles indicate how the company performs on the three types of indicators within this category.

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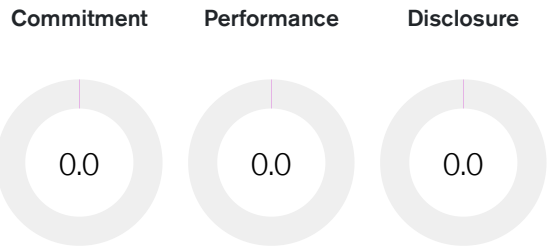


Engagement



- G1 Influencing policymakers
- G2 Stakeholder engagement

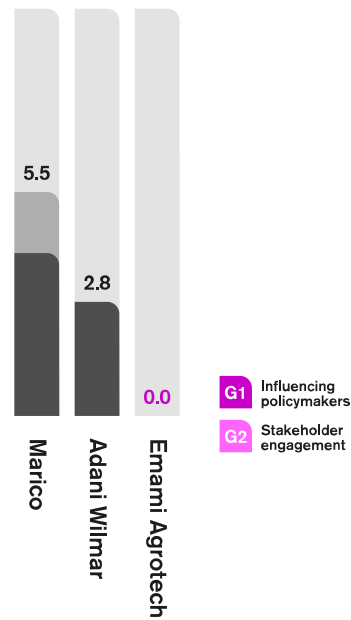
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Peer Comparison



Product Profile



13

Rank 13 / Score 4.1

Portfolio-level Results

Average HSR score products (sales-weighted)	Healthy products (HSR)			Products suitable to market to children (WHO SEAR)			Range of total India F&B sales included
	% products healthy	% sales healthy	No. products assessed	% products suitable	% sales suitable	No. products assessed	
2.8	33%	33%	6	83%	83%	6	90-100%

- A total of six products from the Edible Oils category, representing 90-100% of Emami Agrotech's estimated 2018 sales, were included in the Product Profile. Two products (33%) were found to meet the HSR healthy threshold and the company is estimated to have derived one third (33%) of its 2018 sales from these healthy products.
- The company achieves an unweighted mean HSR of 2.8 out of 5, which remains the same after sales-weighting, resulting in a mean healthiness score of 5.6 out of 10.
- A total of six edible oil products were assessed to determine their suitability to be marketed to children according to the World Health Organization (WHO) South-East Asia Region (SEAR) nutrient profile model. Five of these products, estimated to represent 83% of 2018 sales, were found to meet the WHO SEAR criteria.

Product Category Results

Category	Edible Oils
Mean HSR	2.8
% products healthy	33
% products suitable to market to children	83

- All of Emami Agrotech's products selected for the Product Profile fall into the Edible Oils category. Therefore, the company's category-level results are equivalent to its portfolio-level results.

Relative nutritional quality of Emami Agrotech's products by category compared to competitors

Mean HSR	Edible Oils
Emami Agrotech	2.8
Adani Wilmar	3.1
Conagra	4.3
Marico	2.9
Mother Dairy	3.8

- When compared to the other four companies that sell products in India in the Edible Oils category (as part of their top-selling categories), Emami Agrotech's products achieve the lowest mean HSR of 2.8 out of 5.
- Emami Agrotech achieves a relative category score of 2.5 out of 10 based on its ranking within this category.

Conclusion

- Emami Agrotech's mean healthiness score of 5.6 and relative category score 2.5 result in an overall Product Profile score of 4.1 out of 10, ranking the company thirteenth.
- Emami Agrotech's relative category results show that the company has scope to improve the nutritional quality of its products within the Edible Oil category and is encouraged to do so.

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India Spotlight

Index 2020

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Footnotes

1. Because the company derives more than 80% of its sales from edible oil products, it is assessed as part of the edible oil industry segment. Some elements of the India Index 2020 methodology may not be applicable or a priority in relation to edible oil products, such as certain product reformulation targets or commitments regarding responsible marketing to children. However, as companies in the industry segment are diversifying their portfolios, these companies were assessed for the India Index 2020 while non-applicable elements of the methodology were excluded from analysis and scoring.
2. Source: Derived from Euromonitor International's 2018 industry publications of: Packaged Food, Hot Drinks and Soft Drinks.