

■ Emami Spends 17.5% Revenue on Ads, Promos



NEW DELHI FMCG major Emami spent ₹443 crore on advertising and promotions last fiscal despite demonetisation, with over 27 brand ambassadors from Bollywood icons Amitabh Bachchan and Shah Rukh Khan to sports celebs endorsing its products. About 17.5% of Emami's total revenue was spent on brand building in 2016-17, unlike other FMCG makers which had pruned their ad campaigns following demonetisation.