



## Emami Launches Fair And Handsome Instant Fairness Face Wash™ *"For Men who want zyada se bhi zyada"*

- Aims to consolidate its dominant position in the men's grooming market
- Expects to capture 8% of Men's Face Wash by value market share in the next one year
- New high-tech animated TVC to go on air around mid-March, 2014

Kolkata, 5<sup>th</sup> March, 2014: Emami Ltd, the Rs. 1700 crore homegrown FMCG major in India has launched the first brand extension from the Fair and Handsome stable—**Fair and Handsome Instant Fairness Face wash™** powered by – ActiFair Peptide, a patented peptide, created through a breakthrough formula. The scientifically advanced formula of ActiFair Peptide with its Powerful cleansers effectively removes dirt and excessive oils leaving back a Squeaky Clean Visibly brighter look. ActiFair Peptide, has been specially formulated to ensure that the tough and thick male skin gets thoroughly cleansed. The turbo action skin conditioning system moisturizes the skin ensuring that it does not leave the face feeling dry and taut. The Face wash also offers a refreshing and cooling sensation, which helps to feel energized every morning and evening.



With the launch of **Fair and Handsome Instant Fairness Face Wash™**, Fair and Handsome – INR 200 cr portfolio, which until now was solely driven by the first and number one fairness cream for men in the world, is expected to receive a shot-in-the-arm with incremental sales of 10%.

Speaking on the occasion of the launch, **Mr Mohan Goenka, Director, Emami Ltd** said, "Major Men's face wash brands in the category totals to approx. Rs.117 crores with a 42% growth rate year on year. This reflects the vast potential of the segment. Approximately 85% of Face Wash sales come from urban India with the Top 6 metros contributing to the 30% of the Men's Face Wash market. Fair and Handsome Instant Fairness Face wash is poised to focus more on urban male in the age group of 15-35 years who are ambitious, socially active – both online and offline, wants to look

good and brand conscious. The launch of **Fair and Handsome Instant Fairness Face Wash™** would also strengthen our presence in the burgeoning men's grooming category, with a substantial increase of 10-15% in our A&M spend for the brand."

Riding on the brand equity of its endorser **Shah Rukh Khan**, the Fair and Handsome Fairness cream has had a numero uno run with market share volume clocking in at 63% of a staggering Rs 330 crore segment among the major brands in Men's Fairness during the last quarter. The newly launched face



wash is expected to grow strength by strength to flank the fairness cream strongholds with a healthy growth.

The launch of the new Fair & Handsome Instant Fairness Face wash would be supported by a 360 degree integrated communication. A **product centric campaign with animated commercial for Men who want Zyada se bhi Zyada** will go on air by mid of March, 2014. Developed by **Situations Advertising**, the new TVC has been directed by internationally acclaimed ad maker **Shyam Ramanna** from Bangkok. The campaign would be supplemented by a formidable modern trade and point of sales approach to connect with customers nationally along with Print, Outdoor and Digital promotions.

The brand pack comprises of a refreshing blue colour scheme ensuring shelf visibility, a premium pack with metallic laminate and a metalized flip top cap. To be made available in SKU sizes - 20g, 50g and 100 g priced at Rs.30, Rs.65 and Rs.100 respectively, the product will provide not just fairness but will also give instant fairer look, oil removal, dirt removal, cleanse sweat, refreshed feel and fragrance.

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#### **About Emami Group:**

**Emami:** (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandiChyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, KareenaKapoor Khan, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, SainaNehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India's largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world's 4th largest ball point tip manufacturer; Retail - Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

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