



Emami launches BoroPlus Organic Aloe Vera Gel

The only Gel with 100% Organic Aloe Leaf Extract, Antiseptic Herbs & Vitamin E for Healthy, Hydrated and Nourished Skin and Hair

This versatile product is free from harmful chemicals like Parabens, Sulphates and Mineral Oil

Kolkata, 10th June, 2020: Targeting a growing market of discerning consumers who are always on the lookout for natural/ herbal and organic solutions for their daily grooming routine, **Emami Limited**, launched, a unique **Ayurveda based 100% organic Aloe Vera Gel**, under the umbrella of its iconic brand **BoroPlus**.

Enriched with pure and natural elements like Antiseptic herbs and Vitamin E, **BoroPlus Organic Aloe Vera Gel** is free from parabens, sulphates and mineral oil. **It offers a holistic, one-stop care solution not only for facial and body skin but also for scalp and hair.** This nature based versatile product heals from inside and shields effectively from external damage to soothe, moisturise and nourish both skin and hair and keep them healthy and hydrated.

With altering lifestyle and the rise in pollution levels, there is a growing preference for products that are natural and effective for personal care that detoxifies both internally and externally. BoroPlus, India's No. 1 Antiseptic Cream brand, has earned the trust of millions over the years for its healing & moisturising propositions. **BoroPlus 100% organic Aloe Vera Gel** takes the brand promise one step ahead and enlightens the consumer about Aloe Vera being a versatile product that offers not just skincare but addresses multiple skin and hair problems like dull, dry skin/ hair, dandruff, pimples, dark spots, tanning, fine lines, hair frizziness, sunburns, shaving cuts and also acts as a post waxing moisturiser.

Speaking on the launch, **Ms. Priti A. Sureka, Director - Emami Ltd.**, stated, "Our modern Lifestyle has nudged a steady shift of consumer choice towards natural products and basic solutions. Multiple products to address the increasing skin and hair concerns lead towards unnecessary confusion that often worsen the issues because of their chemical based ingredients. Aloe Vera is a relatively new category, but one growing fast at a rate of 15-20% Y-o-Y. The market is still at a very nascent stage and a wider product awareness and knowledge about Aloe's versatile usages is highly necessary for a consumer who is also on





the lookout for that magic natural solution that can help both skin and hair. We believe, it is the ideal time for an iconic brand like BoroPlus, which enjoys a strong brand equity across generations for its healing properties, to diversify further to a 100% organic product like Aloe Vera Gel, which will contribute to the growth of the category itself. The new communication will be aimed at educating the consumers about the versatile beneficial proposition of aloe vera gel for both skin and hair.”

The consumer market has been witnessing a varied and increasing usage of Aloe Vera in the food, health care, pharmaceuticals and cosmetic industries. The history of Aloe Vera can be traced as far back as 5000 years. There are about seventy-five active components identified in the Aloe Vera plant, including vitamins, minerals, amino acids, enzymes, polysaccharides, saponins, and salicylic acids.

BoroPlus Aloe Vera Gel can be applied on face, body, scalp and hair across all seasons, across genders and age groups, thus making it suitable for all hair and skin types, ideal for everyday use. It has a non-sticky texture and is quickly absorbed. **Two variants – BoroPlus 100% Organic Aloe Vera Gel** and **BoroPlus 100% Organic Aloe Vera Gel Haldi Chandan Kesar** are available in attractive transparent tube packs in 60 ml SKU size priced at Rs 50 and Rs 55 respectively and 150 ml SKU size priced at Rs 95 and Rs 110 respectively.

About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.5 million retail outlets across India through its network of ~ 3200 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 14% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Katrina Kaif, Madhuri Dixit, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Please visit www.emamiltd.in for further information.
