



Emami's BoroPlus launches pioneering Anti Pollution Face Wash range to consolidate presence in face-wash market

- Bollywood actor Bipasha Basu to endorse BoroPlus Face Wash range
- New range expected to further drive growth from an all-decade high 30% in FY 12-13
- First brand extension powered with Nature Shield Complex™—the latest R&D innovation
- New TVC with Bipasha Basu to go on air in October
- Plans to add more variants to the range

Kolkata, October 1, 2013: Emami Ltd, the Rs 1700 crore FMCG major in India, known for its creation and domination of niche personal care & OTC healthcare segments, has taken a fresh look at the high growth face-wash category with launch of a revolutionary Anti Pollution variant empowered with the natural benefits of premium ingredients like green tea and grapes. The range is the first in the list of brand extensions post the infusion of Nature Shield Complex™, the latest innovation in the BoroPlus portfolio. The new face wash range will accelerate the growth momentum of Rs 400 Cr BoroPlus portfolio which had posted a decade-high growth of over 30% in FY 12-13 and contributes majorly to the company's overall turnover.

The complete range comprising **BoroPlus Anti Pollution Daily Face Wash**, **BoroPlus Oil Control Face Wash** and **BoroPlus Gentle Exfoliating Scrub** has roped in Bollywood diva **Bipasha Basu** as the celebrity endorser.

Speaking on the occasion of the launch, **Ms. Priti A. Sureka, Director, Emami Ltd.** said, "Facewash is a growing category to be in - with more than Rs 1000 crores in value sales in 2012-13, it continues to show impressive growth numbers. Primarily an urban skewed category, it is also experiencing marked growth in the smaller towns and cities. However, with consumers cutting down discretionary spends, they are looking beyond intangibles like brand names to seek more of utility from a product. To add to that, women are waking up to the need of addressing modern day skin challenges like pollution which has till now not been catered to exclusively. This is where our **BoroPlus Anti Pollution Daily Face Wash** eyes to position itself in consumer mindspace with its exclusive thrust on protection from pollution with the twin goodness of green tea and grapes and the unique Nature Shield Complex™. The range will be rolled out pan-India by October 2013 and we are anticipating an aggressive market share and growth within the first year of the launch."

Every day pollution (grime, dust, smoke, fumes, air, water, sun) damages the skin, robbing it off its vitality, and radiance, disturbing its moisture and PH level and resulting in dry, lifeless and acne prone skin. The BoroPlus Anti Pollution Daily Face Wash Range empowered by the anti oxidant properties of exotic ingredients like Grapes and Green Tea and the technology of Nature Shield Complex™ will fight off the ill effects of pollution not only through deep skin cleansing but also by penetrating into the deep layers of the skin thus repairing the damage- so that the skin's moisture gets balanced and the radiance and health get restored.



A brand new TVC featuring the sultry beauty Bipasha Basu will go on air nationally by mid October. BoroPlus has also roped in celebrity faces **Huma Qureshi, Zarine Khan and Richa Chadda** for a separate TVC for the face wash which will run alongside the theme Television commercial.

The TVC campaign featuring the newly inducted brand ambassador would be supplemented by a formidable modern trade and point of sales approach to connect with customers nationally along with Print, Outdoor and Digital Innovations.

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 SonaChandi Chyawanprash. 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, 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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