



## Bollywood Action Star Tiger Shroff adds 3-Ka-Punch To Emami's HE Magic Duo

**#HEMagicDuo #BeInteresting**

**Kolkata, 21 November 2019:** HE Magic Duo, a unique packaging innovation from the house of Emami Ltd that disrupted the fragrance industry by introducing two perfumes in one bottle early this year, has now roped in action star Tiger Shroff to tell its 'new story'.

Launched in March 2019, HE Magic Duo entered the market with a differentiated offering of **2 separate and distinct fragrances** from the ease of **1 bottle** in variants "**Angel and Demon**" and "**Yin and Yang**" catering to the new age consumer demand of varied fragrances for different occasions of life – bet it morning work meetings or evening party with friends.



Building up further, HE Magic Duo's new brand ambassador **Tiger Shroff** will be seen inspiring consumers to use the product innovatively and get a 3<sup>rd</sup> distinct fragrance by mixing the 2 perfumes together, driving home the message that by using HE Magic Duo you get '**not 2, but 3 fragrances from 1 pack**'!

Fragrance is one of the fastest growing categories in India recording a CAGR of around 15% for the last 3 years. It is however, a highly cluttered market with no visibly differentiated products. Further, the category experiences challenging competition with fast shifting consumer loyalty as users are always on the search for new ideas.

**Mr. Harsha V. Agarwal, Director, Emami Ltd.** said, "*Since its launch, our innovative offering of HE Magic Duo has received positive response from the new age users who are in search of multiple fragrances for different social occasions. HE Magic Duo thus brought to them usage convenience and value for money proposition of getting 2 distinct fragrances from 1 single pack. Now we have got on board youth sensation Tiger Shroff to drive home a unique message that not only 2, but users can actually get a 3rd distinct fragrance from the same pack by spraying and blending the 2 perfumes at a time! Emami always believes in focusing on innovative solutions in personal care through distinctive branding and marketing of products. We are delighted to have Tiger Shroff as the face of HE Magic Duo's new journey. His popularity among youth fraternity is sure to strike the right chord in taking forward our brand legacy of #BeInteresting*".



Speaking on his new association, Brand Ambassador for **HE Magic Duo**, **Tiger Shroff** said, *“It feels great to be associated with a deodorant brand like HE deos. My lifestyle involves tough training and shooting for hours in challenging conditions. It is so important to carry the right fragrance for these occasions throughout the day. HE Magic Duo proves to be the perfect all-rounder and showcases who I am in every occasion.”*

The new TVC of HE Magic Duo where Tiger Shroff would be seen inspiring consumers to try out ***‘kabhi ek lagao, kabhi do lagao, aur kabhi dono milakar teesra lagao’*** is set to roll out soon across popular television channels and streaming platforms.

HE Magic Duo is available in 100 ml pack at an exciting price point of Rs 250.

To know more visit [www.hebeinteresting.com](http://www.hebeinteresting.com)

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#### **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, 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, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Please visit [www.emamilttd.in](http://www.emamilttd.in) for further information.

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