



“HE” MARKS EMAMI’S ENTRY INTO DEO SPACE Signs Hrithik Roshan as the brand endorser

- Aims to be a differentiator *by* urging men to ‘Be Interesting’ with its 6 exciting variants in a cluttered market driven by sex appeal
- Introduces first ever premium fibre packaging in Indian Deo market with stylized grooves in seamless finish for youth appeal



Kolkata, 9th June, 2014: Emami Ltd, the Rs. 1821 crore FMCG major in India has ventured into the competitive deodorant turf with the launch of its “HE” Deodorant. Bollywood Superstar Hrithik Roshan has been roped in as brand ambassador for his charismatic macho appeal across urban and semi-urban demographics as a celluloid ‘superhero’ which complements the brand’s promise—‘*Be Interesting*’.

On the occasion of this announcement, **Mr. Harsha V. Agarwal, Director, Emami Limited** said, “Deodorant, despite being cluttered Rs. 2000 crore category, is still the largest and fastest growing in the male grooming segment clocking double digit growths. The level of penetration being very low, the segment has dynamic prospects. Moreover, consumers have been shifting brand loyalty in this category with a multitude of me-too brands, all in the chic magnet space jostling for consumer attention. This is where “HE” Deodorant with its differentiated promise of urging its customer to ‘Be Interesting’, as ‘Being Normal is Boring’ will have an edge. Added to it, the fragrances of deodorants are trickle down of everlasting masculine international perfumes. ‘HE’ is expected to carve a significant consumer mindshare and establish itself as a dominant player in the next few years.”

“He” Deodorant will introduce a slew of interesting fragrances inspired by all-time bests from the international fragrance family bottled in **6 variants—Smart, Confident, Extrovert, Recharge, Ruler and Magician**. The wide range “He” Deodorant offers fragrances from the citrus, oriental, marine, fougere, woody & musk families. The International standard fragrances are subtle, yet offer strong & long lasting effect on users, making them feel macho, energetic, confident and full of vitality. The anti-bacterial property of the deodorant will also help to keep them refreshed and invigorated throughout the day.

Targeted at the new alpha male conscious about their machismo and raring to tread “interesting” roads, the product comes in a stylish & masculine seamless bottle without cap and stylized grooves. The first ever brand in a premium fiber exterior with snazzy graphics offering differentiated packaging to break the clutter and appeal to the youth, has been designed by a **London based firm**.



Hrithik Roshan, the celebrated actor & brand ambassador, said, “**HE Deodorant** is for men who detest being common place. In life there are two ways of doing things. The normal, which is also the easiest but boring way or, the interesting way.

“HE” is for those people who want to make things happen. ‘He’ is never boring, ‘He’ is never dull. ‘He’ is always interesting & this is why I didn’t have to think twice before giving my nod to get on board with Emami’s ‘HE’ Deodorant.”



Mr Agarwal further added, “We are extremely happy to have Hrithik Roshan on board with us. Hrithik, with his international appeal resonates with youth. He is a great fit for ‘He’ Deo”.

The pan-India rollout of the product is currently under way. The product will be available across all markets focusing on 23 top cities including metros and mini metros, tier I and tier II cities in the North, West and East markets of the country in the initial phase. The brand will be introduced in Hyderabad and Bangalore markets in the 2nd phase.

The launch of “HE” Deodorant would be supported by a 360 degree integrated communication, including digital media. Conceived and Developed by **Leo Burnett**, a TVC featuring Hrithik Roshan is on air across channels. The brand conducted an extensive social media marketing campaign, *#Who is He*, in the pre-launch phase. To know more about *#Hebeinteresting*, please log on to :

Facebook – www.facebook.com/hebeinteresting
Twitter – <https://twitter.com/HeBeInteresting>
YouTube – <https://www.youtube.com/user/HeBeInteresting>
Website – <http://hebeinteresting.com>

“HE” Deodorant will be available in 150 ml bottles, competitively priced at Rs.180/-.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.7000 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 Sona Chandi 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 19% over the last 5 years. Over the years Emami’s products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.



Emami Group is a diversified business conglomerate with over 20,000 employees. The Group is also present in sectors such as Newsprint - **Emami Paper Mills**; India's largest newsprint manufacturer; Bio Diesel and Edible Oil - **Emami Biotech**, largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - **CRI Tips**, world's 4th largest ball point tip manufacturer; Realty - **Emami Realty**, a leading real estate company; Healthcare - **AMRI Hospitals**, Eastern India's largest chain of hospitals; Retail –**Frank Ross** and **Starmark**, largest pharmacy chain & leisure stores in the East and Contemporary Art – **Emami Chisel Art**. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

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