



## NAVRATNA COOL OIL LAUNCHES ITS ALMOND VARIANT

*Ropes in Bollywood star Shilpa Shetty to endorse the new Navratna Almond Cool Oil*

**Kolkata, May 2016:** Navratna Oil, the leading cool oil brand adds a new variant to its portfolio by introducing – **Navratna Almond Cool Oil**, a value added proposition with greater focus on superior sensorial along with the therapeutic benefits of ayurvedic cool oil.

Primarily targeted towards modern, confident, multi-tasking women of today who prefer non-sticky oils for sensorial pleasure, the new Navratna Almond Cool Oil will help the brand portfolio to reach out to a wider consumer base. The new variant in trendy packaging, will continue to offer the therapeutic cooling benefits of Navratna Cool Oil that provides relief from daily stress, tension, headache and sleeplessness and additionally provide natural nourishing goodness of nine natural ingredients like *amla*, *bhringaraj*, *pudina ka phul* and *almonds* in a beautifully fragrant, non-sticky format.



Bollywood actress Shilpa Shetty has been roped in to endorse the new variant, who joins the Navratna Cool Oil endorsers' club as a female celebrity after almost a decade.



Speaking on this occasion, **Mr. Harsha Vardhan Agarwal, Director, Emami Limited** said, “Navratna has been the popular choice of the consumers for cooling, relaxation and relief for more than two decades. Navratna Oil enjoys a volume market share in excess of 60% and is a category leader. The value added consumer market has been growing at a faster rate due to premiumisation and specificity of benefits being offered. Hence, with Navratna Almond Cool Oil, we are confident of reaching out to a wider audience which will help us to consolidate our leadership position and accelerate the brand’s growth to further heights.”

The brand is going to activate a complete 360 degree product and marketing communication campaign in ATL and BTL. A new television commercial featuring Shilpa Shetty has been developed by Orchard India and directed by internationally renowned ad filmmaker Uri Shizer to communicate product USP.



The new Navratna Almond Cool Oil will be available in 3 SKU sizes of 50ml, 100 ml and 2.7 ml sachet priced at Rs 40, Rs 76 and Re 1 respectively. ***(Hot offer: There is an introductory price off of Rs 5 and Rs 10 respectively on 50 ml and 100 ml skus)***

The Rs 700+ cr Navratna brand consists of Navratna Oil, Navratna Xtra Thanda Oil, Navratna Almond Cool Oil in the cool oil category and is endorsed by Amitabh Bachchan, Shah Rukh Khan and Shilpa Shetty. Navratna Cool Talc portfolio consists of 6 variants like Active Deo, Mint Fresh, Sandal Breeze, Floral Breeze, Orangy Blast and the new Navratna i-cool. While Shah Rukh Khan endorses the other variants, young upcoming actor Shruti Haasan pumps in freshness for the Orangy Blast fragrance.

---

#### **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.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. In 2015, Emami Ltd acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 16% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

Emami Ltd is the flagship Company of the diversified Emami Group.

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

---

**For further information, please contact:**

#### **Emami Group**

##### **Mahasweta Sen**

General Manager – Corporate Communications  
Hand Phone: +919836292392

##### **Pritha Roy Chakrabarti**

Senior Executive - PR  
Hand Phone: +91 9903994787