



Press Release

## **Emami brings instant relief and smile to pilgrims of Sawaan Mela with their power brand 'Himani Navratna Oil'**

**Kolkata, July 25, 2012:** Emami Limited, makers of leading brands Boroplus, Navratna, Fair and Handsome and Zandu Balm, now with their power brand **Himani Navratna Oil** have decided to penetrate into and touch the pulse of the Indian population that primarily constitutes the rural and remote interior areas. Emami as one of the top FMCG companies in the country has taken upon itself the duty to serve each and every hamlet of rural India – those nooks and corners which define the real character of the country.

Every year during **Saawan Mela**, hundreds of thousands of devotees walk miles in their endeavour to attain Moksha; and in return get bruised legs, aching and exhausted bodies. These pilgrims, called 'Kaavarias' pick up holy water from the Ganges near Sultanganj and walk all the way to Deogarh via Jilebiya More and Inaravaran – all of 105 kilometers. The pilgrims walk barefoot, some even walk non-stop along the way. This festival has started from 4th of July and will continue for a month.

Himani Navratna Oil has set up camps at strategic points along the route, where the tired pilgrims can get a good massage that will aid them to complete their pilgrimage. The brand which has been prepared from a combination of nine ayurvedic herbs promises relief from stress, relaxation and a sense of rejuvenation. Its unique combination of 9 natural ayurvedic herbs renders optimum cooling and relief from daily mental and physical stress and its related syndromes like tension, headache, fatigue, insomnia, body ache etc. It relaxes and rejuvenates the mind & body, thereby enabling one to get on with life.

One can see teams of masseurs working throughout the day, providing relief to aching legs and backs. Besides a relaxing massage, pilgrims can sit and take rest for some time in the relaxing and comfortable environs of the Himani Navratna Oil Camp. They are also provided with other stress busters like hot lemon tea, cool drinking water, warm water foot bath and first-aid. Services at the camp start from the early hours of the morning since 8.30 a. m and continue till late at midnight. Apart from the camps, salesmen carrying trays also sell the product in remote reaches.

It is Himani Navratna Oil's endeavour to be a part of the **Saawan Mela** and other religious activities all over India. It targets several states altogether in terms of different socio-religious gatherings running for a span of around one and half months (from end of June to the mid of August). Apart from the **Sawaan Mela in Bihar-Jharkhand**, Himani Navratna Oil is providing similar services to the pilgrims who are attending similar saawan mela at **Benaras and Allahabad in UP** which has ensued around the same time on 4th of July and will continue for a month. This will be followed by similar month long mela at **Tarakeshwar in West Bengal** from 13th of July, 2012. The other key area where Himani Navratna Oil targets also include Rath Yatra in Puri. Also, permanent camps and stalls near these locations shall be put up to give the customers instant response to their queries related to the product and usability.

**N Krishna Mohan, CEO- Sales, Supply Chain & Human Capital, Emami Ltd**, says "Saawan Mela is a cultural extravaganza and a display of cultural harmony where people come from all over the country and



take part. It exemplifies our ethnicity as well as diversity. Moreover, we are trying to reach out to the rural India with our products. As we know in the era of commodity explosion, rural market has emerged as the lucrative target. Rural India is the new battleground for big brands to triumph if they want to win in the emerging market. The key to success is in the bottom of the pyramid - having products that are high on innovation and also has strong social need. Here, we believe that Himani Navratna Oil can do wonders”.

Today, rural India accounts for almost 55% of the total Indian market and off late has emerged as a lucrative target markets. Through extensive support of Himani Navratna Oil, Emami aims at catering to the needs of consumers based in the interiors of the country.

**Emami:** (NSE: Emami Ltd, BSE: 531162) Founded in 1974, Emami Group is a Rs 4000 crore diversified business conglomerate. Emami occupies an enviable position in sectors such as FMCG, newsprint, healthcare, edible oil, bio-diesel, realty, ball pen tips manufacturing, contemporary art and retail chain with Frank Ross and Starmark in its fold. Emami Limited, the Rs 1460 crore flagship company of Emami Group, manufactures and markets personal care products that are based entirely on ayurvedic formulation that include trusted power brands Boroplus, Navratna, Fair and Handsome, Sona Chandi Chyawanprash, Mentho Plus, and Fast Relief. Emami has footprints in 60 countries across the globe spanning over GCC, Europe, Africa, CIS countries and the SAARC. Emami Limited acquired Zandu Pharmaceutical Works Ltd comprising leading brands Zandu balm, Kesari Jeevan and Zandu Chyawanprash. Emami has been featured as one of the best 500 companies under a billion by Forbes Magazine. Emami has presence in niche categories and is the market leader in each of them. The focus is on providing the consumers with innovative, value for money products which are capable of meeting multiple needs and add value by enhancing the quality of day-to-day life. By repeatedly outperforming the industry standard, Emami Ltd has maintained a CAGR of 18% over the last few years. The biggest names in tinsel town like superstar Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor, Bipasha Basu, Kangana Ranaut, Madhuri Dixit, and Preity Zinta along with sports icons like Mahendra Singh Dhoni, Sachin Tendulkar and Virendra Sehwag are associated with Emami as brand ambassadors. Visit [www.emamigroup.com](http://www.emamigroup.com) for further information.