



EMAMI CLINCHES DUAL HONOURS FOR INNOVATIVE PACKAGING @WORLDSTAR 2013 INTERNATIONAL AWARDS

Kolkata, 22nd May, 2013: Emami Limited has been the proud recipient of the **WORLDSTAR 2013 International Award** for Excellence in Packaging. Out of the record number of 316 entries from 33 countries, **Himani Navratna Cool Talc in Twisted Pack** and **Bi-Colour Injection dibbi of Menthoplus Balm 1.1ml Pack** from the house of Emami Limited have won this coveted international packaging award in the in the **Health & Beauty category** (out of 33 category entries) and **Pharmaceutical & Medical category** (out of 24 category entries) respectively. The two winning brands from Emami Limited were presented with the award at a glittering event held as a part of **AUSPACK PLUS 2013 in Sydney, Australia**, early in the month of May, this year.

The final selection process of WORLDSTAR 2013 International Awards identifying the best-of-the-best in the world of packaging was done in Singapore, last November, by a jury board of 25 international experts represented by WPO board members and bodies from various national and regional packaging organizations from all over the world.

Himani Navratna Cool Talc revamped in its new “COOL” twisted pack with 3D effect which is visible even in 2D view has been able to mark its unique presence on this platform for innovative packaging. Along with a trendy and stylish shape, a new visual design and its sliding dispensing mechanism gives it a new dimension in its category. A 3-piece design, container/cap/slider assembly with easy one finger slider ensures ease of dispensing of product. The new dispensing mechanism also addresses the normal puffing & leakages of the product that are common in Talcum Power.

On the other hand the single piece pack of Bi-Colour Injection dibbi of **Menthoplus Pain Balm 1.1ml** pack has fine registered two colour decoration where the brand name is created with an embossed effect in a different colour on top of the base colour. This innovation was developed in “Stack Mold Technology” and bi-colour injection process. This recyclable moulded 1.1 ml pack is an alternative to a laminated sachet pack towards sustainability.

Speaking on this occasion, **Mr. R.K. Surana, President – Operations and Commercial, Emami Limited** said that, “WORLDSTAR Packaging Award is the highest recognition of innovation and creativity in the packaging community globally and it is a great honour for us to be adjudged as one of the leaders in the international world of packaging. Our endeavour has always been to provide the best of innovation in every aspect to our consumers. Getting recognition on a platform like



AUSPACK PLUS 2013 is a moment of pride that will encourage us to strive for more and more innovative packaging in years to come.”

Founded in 1968 on the occasion of the second Japanese International Packaging Exhibition, the World Packaging Organisation is made up today of member organisations from 46 countries which include packaging institutes and other significant members from various national or regional trade organizations that promote their countries’ packaging products. The WPO’s slogan is “Better Quality of Life Through Better Packaging for More People.” With that mission in mind, WPO encourages the development of packaging technology, science and engineering, stimulation of international trade and the advancement of packaging education and training.

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 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. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3500 distributors. Emami’s global footprint spans over 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, Kareena Kapoor, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, 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.

Please visit www.emamiltd.in and www.zanduayurveda.com for further information

For further information, please contact:

Mahasweta Sen | GM-Corporate Communications | Emami Ltd | H: +919836292392

Pritha Roy Chakrabarti | Emami Ltd | H: +919903994787