



Emami offers Zandu Pure Honey without added sugar

Kolkata, January 25, 2016: Zandu Ayurveda, from the house of Emami Limited introduces Zandu Pure Honey, in the honey category of the Indian Market. Honey is being consumed for various health benefits like fitness, weight management, sore throat etc and it is effective only in its purest form. Keeping this in mind, Zandu has introduced a product which gives 100% Guaranteed Purity with No Added Sugar which is scientifically tested in German Laboratory.

Speaking on this occasion, **Mr. Ajith Babu Narasimha, CEO, Healthcare Division, Emami Limited** said, “Adulteration in Honey is rampant in the market today with most of the products having added sugar. Consumers are skeptical about the presence of added sugar / jaggery / rice syrup in honey that they consume. In such a scenario, our objective is to provide consumers with honey that is 100% pure & natural that is available in the market today and is the only brand that they can fully trust.”

Targeting the entire family, with a primary focus on fitness conscious women between the age group of 25-45 years apart from the elderly and children, Zandu Pure Honey is available in a pack sizes of 100 g, 250 g and 500 g priced at Rs 75, Rs 165 and Rs 270 respectively.

Although honey is not a seasonal product but its consumption increases during winter particularly in the in colder climates since it helps to keep the body warm and is an effective cure for cough & cold.



The launch of **Zandu Pure Honey** would be supported by an integrated communication strategy through Print and Audio-Visual promotions. A brand new TVC directed by **Samir Tiwari** from the Production house **Working I Films** is on air.

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. Every second, over 100 pieces of Emami products are sold somewhere in India or world.



With around 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 company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The Company also 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. In June 2015 Emami Ltd acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. The products from Emami are available in over 4 million retail outlets across India through its network of 2800 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 17% over the last 5 years through its consistent business performance. Emami has focused on aggressive marketing powered by celebrity endorsers over the years like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Sania Mirza, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

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

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

For further details, please contact: -

Mahasweta Sen
GM-Corporate Communications
Emami Ltd
Mobile: +919836292392

Pritha Roy Chakrabarti
Mobile: +919903994787