

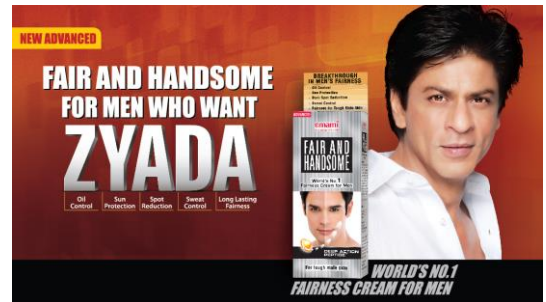


Emami's iconic Fair and Handsome relaunches with "ZYADA" promises by SRK

New packaging, New positioning & New TVC through ask for 'zyada' in sync with changing metro preferences

- Expects to substantially grow its current market share to 65% by FY 13-14
- A&M spend pegged at 20% of total targeted sales of the brand for the current FY
- New TVC with Shah Rukh Khan to go on air in July

Kolkata, June 26, 2013: Emami Ltd, the Rs 1700 crore homegrown FMCG major in India has relaunched the first and number one fairness cream for men in the world – Fair and Handsome, in a bid to expand further on its dominant market position in personal care segment, one of the fastest and largest growing category. Riding on the brand equity of its endorser Shah Rukh Khan, the brand has had a numero uno run with market share volume clocking in at 58% of a staggering Rs 329 crore Men's Fairness market, in FY 12-13. Developed in collaboration with Actiogen Corp, USA, the relaunch of the new Fair & Handsome is supported by a 360 degree integrated communication. The relaunch will see an A&M spend of 20% of the total targeted sales of the brand for the current financial year.



With Indian middle class expected to increase tenfold to 583 million by 2025, the Indian consumer market is at the threshold of becoming the fifth largest in the world, offering vast opportunities for personal care segment. The transformation in Fair and Handsome is expected to be a category driver and boost sales substantially.

Speaking on the occasion of the relaunch, **Mr Mohan Goenka, Director, Emami Ltd** said "When we launched Fair and Handsome in 2005, the then consumer insight revealed that 30% of fairness cream consumers were males. There was a yearning for men's fairness cream, but no available option. It presented us with an opportunity to create a new category - men's fairness in the existing fairness cream space. Recent research reveals men's fairness category has evolved and men want more from fairness products, resulting in the advanced formulations in the new advanced Fair and Handsome. Today, the Fair and Handsome brand offers much more 'zyada' to become more than just a fairness cream. With the launch of the new Fair and Handsome, we aim to capture a sizeable market share in the booming men's grooming product category, with a substantial increase of 40% in our A&M spend for the brand over last year".

Developed by **Situations Advertising** and produced by **Raj Kumar Hirani's Canvas Films**, the new TVC has been directed by **Shakun Batra** of *Ek Main aur Ekk Tu* fame. The **all-new TVC** revolves around the theme of **Shah Rukh Khan's** ascent to the pinnacle by virtue of his pursuit for *zyada* (more) from life. The campaign will go on air in early July 2013 nationally. The campaign would be supplemented by a formidable modern trade and point of sales approach to connect with customers nationally along with Print, Outdoor and Digital promotions.



The relaunch will comprise a new look and feel for the product positioning it as a one-stop solution for not just enhancing fairness but also delivering additional benefits like oil control, sun protection, dark spot reduction and sweat control. The product is enriched with the goodness of deep action peptides which penetrate inside men's tough skin giving it a luminous glow. The objective of the campaign is to strengthen the leadership position of the brand by aligning the premium quotient with the long-standing trust and efficacy it has already achieved.

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, Gautam Gambhir 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

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