



Press release

Emami packs a punch for Fast Relief with five sporting champions

- **Indian sporting pride Gautam Gambhir, Vijender Singh, Saina Nehwal, Mary Kom and Sushil Kumar to endorse the instant pain relief ointment**

Kolkata 4th June, 2012: Emami, India's leading and diversified FMCG company today announced the appointment of five celebrated sports stars for a single brand, Fast Relief. The brand has roped in famous Indian **Cricketer Gautam Gambhir**, Olympic medalist Indian **Boxer Vijender Singh**, World renowned **Badminton champion Saina Nehwal**, five times World **Boxing Champion Mary Kom** and World Champion **Wrestler Sushil Kumar** as brand ambassadors.

Emami has traditionally focused on brand endorsers from the world of films and entertainment. Legendary actor Amitabh Bachchan continues to endorse the brand. With Fast Relief, the brand is attempting to connect with the growing interest and fan following in diverse sports fields.

Emami is one of the largest players in the pain management category with around 13% market share of Rs 3000 cr category. Apart from Fast Relief, the two other brands in the segment are Zandu Balm and Mentho plus balm, churning a combined turnover of Rs 387 cr last year.

According to **Mr. N. Krishna Mohan, CEO – Sales, Supply Chain & Human Capital** of Emami Ltd, *“Fast Relief is designed for the young and on-the-go population. This segment is very active, has a keen interest and involvement in sports and thus also is injury, aches and pains prone. It is always said India is a nation where only cricket is played. But we will say India is a nation where cricket is also played along with many others games. With five world-class sportsmen for this single brand we are celebrating the growing sporting spirit of the country.”*

Fast Relief is formulated to provide instant relief from the body aches. The special ayurvedic active ingredients of special herbs like Nilgiri oil, Lavang and Gaultheria helps to penetrate swiftly to the area of pain. After penetration, the active ingredients stimulate circulation, relax stiffness and re-oxygenate tense painful tissues. The ointment's core target is young adults who leads an active lifestyle and seek instant relief so that there is no discontinuity or encumbrance in their schedule.

About the Brand Endorsers

- **Gautam Gambhir**- Two time World Cup winner: highest scorer in the final of the ICC World Cup 2011 against SL from the Indian side – 97, a unique record since he has the highest scorer in the ICC T20 2007 final against Pakistan - 75 .Captain of KKR and lead them win the IPL first time in 2012



- **Saina Nehwal** - Currently ranked 5th in the World, Saina qualified for the Olympics on the basis of her ranking. She is one of the best medal prospects for India in the London Olympics.
- **Vijender Singh** - 2008 Beijing Olympics bronze medalist qualified for the London games at the Asian Championships this year. He qualified in the 75kg weight category.
- **Mary Kom**- Qualified for the London games this year. Has won five consecutive World Boxing Championships (2002, 2005, 2006, 2008 & 2010). Won Gold at the 2012 Asian Boxing Championship.
- **Sushil Kumar** - Former World Champion and Beijing Olympics bronze medalist wrestler, after impressive performance at the World Qualifying Tournament in Taiyuan, China, he will represent India in 66 kg weight category.

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 for further information.

For further inputs please contact:

Emami Group

Mahasweta Sen, GM-Corporate Communications
Mobile: +919836292392

Perfect Relations

Vinita Singh @+919874802522
Madhavi Chary@+919163863022
