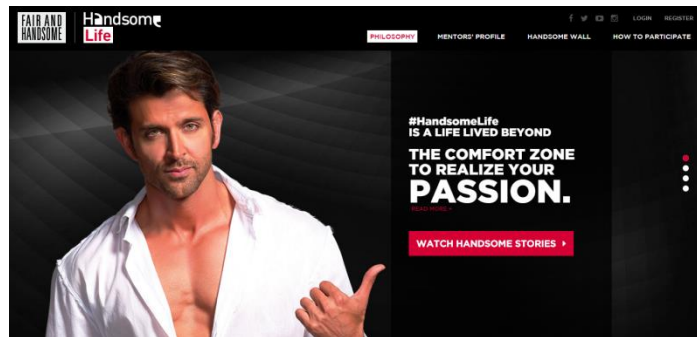




Fair and Handsome celebrates Handsomeness in association with brand endorser Hrithik Roshan

- Announces a unique digital contest #HandsomeLife for the aspirational youth
- 10 lucky winners of the contest will get a chance to meet the superstar and be mentored by him & other experts in an exclusive programme designed in partnership with Hrithik
- Gifts an opportunity for a Tete-a-tete with the Superstar

Kolkata, October 19, 2015: In an endeavor to strengthen its youth appeal, **Fair and Handsome**, the leading fairness brand exclusively for men from the house of **Emami Limited**, has launched a unique digital campaign **#HandsomeLife**. **#HandsomeLife** is a platform for young and aspiring individuals who had the courage to break away from their mundane routine and comfortable lives to follow their passion and achieve their dreams. Most of us usually aim to get a comfortable and high paying job and settle for the perks we get with them, but there are very few men who aspire to fulfill their dreams and for which they give up their comfort zones and choose to chase passion and build their dreams. Through this contest Fair and Handsome aims at recognizing these courageous young men and rewarding the unsung heroes for their achievements in life. This stems from the Brand's belief that being handsome goes beyond looks and a man is more "handsome" when he breaks away the shackles and goes after his dreams.



#HandsomeLife is phased out over a period of two months with the final grooming session with the adventurous action hero himself. The contest is being hosted on the an exclusive microsite www.handsomelife.in from 12th October, 2015 to 8th November, 2015 (both days inclusive) and is open for men in India. Participants will have to register on the website or log in through their social profiles. After registering, participants will have to share their **#HandsomeLife** stories in the form of text/imagery/video on the website. Entries will be moderated, scrutinized, verified and, if found suitable, the same will be posted on the website. Participants can share their stories on their social networks. Ten lucky winners of **#HandsomeLife** contest will get the brilliant opportunity to spend their 'wow' moment with superstar Hrithik Roshan and his football team FC Pune for 7 days in a specially designed programme.



The exciting 7-day programme will have a session with Hrithik, a hang-out with the FC Pune City Team players, sessions by team coach David Platt and a host of achievers who have followed their passion

The winners would also be groomed in specially-crafted sessions by three renowned personalities, **Mr. J P Singh**, a career coach; **Mrs. Ruchi Aggarwal**, Director – Marketing, Microsoft and Soft skill specialists and **Mr. Sethu Madhavan**, Chief Editor, www.madaboutmoviez.com and an XLRI Alumnus who followed his passion for film and is now an acclaimed film critic. The trio will also be the jury of the event.

Talking about the campaign, **Mohan Goenka, Director, Emami Limited** said, *“We are happy to launch this campaign as a platform to recognize and acknowledge the handsomeness of youth today. The youth are uninhibited and have a strong sense of purpose in their life. They go the extra mile to follow their passion and achieve their dreams. Fair and Handsome, as the thought leader, wishes to celebrate this indomitable spirit, which is in line with the Brand philosophy that handsomeness is about living life as a multi-faceted, well-rounded personality. Hrithik Roshan, Fair and Handsome’s Brand Ambassador will lead this campaign that will conclude with an exclusive session with the style icon himself: this will be an unforgettable treat to the youngsters.”*

Fair and Handsome, launched in 2005, is a pioneer in the Men’s Fairness space and continues to be the Market Leader.

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 over 250 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 focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, 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.emamiltl.in and www.zanduayurveda.com for further information.

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