



Fair and Handsome ‘#HandsomeLife’ campaign winners win a date with superstar Hrithik Roshan

- 10 lucky winners of the digital contest #HandsomeLife’ get a once-in-a-lifetime opportunity for a Tete-a-tete with the Superstar
- Winners to attend a grooming session including personality development and career counseling by industry experts to hone their skills

Kolkata, November, 2015: Fair and Handsome, the leading grooming brand exclusively for men from the house of **Emami Limited**, recently drew the curtains on #HandsomeLife, the unique digital campaign, through an exciting finale programme unveiling 10 lucky winners in the presence of superstar Hrithik Roshan and players from FC Pune city team. The winners were privileged to have a lifetime opportunity to share a platform with Hrithik, wherein they got to know how Hrithik has been living a handsome life and also shared with him their story of passion to achieve their dreams.

The digital campaign was hosted on an exclusive microsite **www.handsomelife.in** in the form of a contest and was open for adult men (above 18 years) in India. Participants had to register on the website or log in through their social profiles. After registering, participants had to share their #HandsomeLife stories in the form of text/imagery/video on the website. #Handsomelife digital contest has received an outstanding response with close to 3 crore engagements. The content of the campaign which was youthful and energetic stimulating a different level of passion was apt enough to connect with the target audience with more than 1.3 Million views of the theme videos across social media channels.

The 10 final winners would be groomed in specially-crafted sessions on various aspects viz, . Personality Development, Career Counselling, Motivational sessions and Adventure activities 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 workshops are to be organized in Mumbai, Pune and Lonavla . The exciting 7-day programme will also have a session with Hrithik , a hang-out with the FC Pune City Team players and sessions by the team coach David Platt . Fair and Handsome is the lead sponsor of FC Pune City Club for this season

Talking about the campaign, **Mohan Goenka, Director, Emami Limited** said, “*Digital campaigns are generally associated with urban centric TG. But, very interestingly this being a digital contest, we not only received huge entries from the urban areas, but also gathered an overwhelming response from the semi-urban and even rural areastoo. We wanted to celebrate the inner passion of ‘handsomeness’ within a person. We are happy that Fair and Handsome has*



been successful to offer recognition to some of such unsung heroes who have followed their hearts and celebrated handsomeness in life in their own different way. It was indeed a very fulfilling session for the winners sharing their stories of motivation with the superstar Hrithik Roshan. . We wish to organize such brand initiatives often that will help to celebrate the indomitable spirit of life and thus create connection with the mass.”

#HandsomeLife was 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. Through this contest Fair and Handsome has successfully recognized these courageous young men and rewarding the unsung heroes for their achievements in life.

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.

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