



Emami launches *Navratna i-cool talc*, a technologically superior innovation to make the summers intelligently fresh

**Bollywood icon Shah Rukh Khan continues to endorse
the new variant of Navratna Cool Talc**

Kolkata, 3rd May, 2016: **Navratna**, the Rs 700+ crore brand manufactured and marketed by **Emami Limited** is set to offer the Indian summers with **Navratna i-cool Talc**, a unique technologically superior innovation in the cool talc space.

Powered by the *Intelligent Sweat Sense Technology*, the new variant of the cool talc will offer cooling effect not only during application but also release an instant burst of cooling for the second time during actual sweating when one walks outdoors in the sweltering heat. Navratna i-cool talc offers a cool feel & freshness when it is needed most.



Shah Rukh Khan, the brand endorser is going to be featured in a brand new commercial for this new variant.



Speaking on the occasion of the brand launch, **Mr. Harsha V. Agarwal, Director, Emami Limited** said, “Navratna Cool Talc is the leading cool talc brand in India with a market share of around 25%. It is one of the major sub brands from the Emami kitty which has been witnessing a healthy growth. The value added consumer market has been growing at a faster rate due to premiumisation and specificity of benefits being offered. We are confident that this unique product benefit to beat the searing heat of Indian summers will be received well by the consumers and thus help the brand to grow further. “

The brand launch will be supported by an integrated communication strategy of ATL promotions that will soon break through print, television and POS followed by effective BTL activities. The new commercial featuring Shah Rukh Khan will be on air from this month.

The Navratna i-cool Talc will be available in 100gm pack at Rs. 70/-.

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Navratna Cool Talc portfolio consists of 6 variants like Active Deo, Mint Fresh, Sandal Breeze, Floral Breeze, Orangy Blast and the new Navratna i-cool. While Shah Rukh Khan endorses the other variants, young upcoming actor Shruti Haasan pumps in freshness for the Orangy Blast fragrance.

The Navratna portfolio also has Navratna Oil and Navratna Xtra Thanda Oil in the cool oil category, endorsed by Amitabh Bachchan and Shah Rukh Khan.

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.

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. In 2015, Emami Ltd 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. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2800 distributors and its 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, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

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

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