



EMAMI INTRODUCES 'BOROPLUS PERFECT TOUCH' TO APPEAL TO THE GENERATION 'NEXT'

- First of its kind, the product is a non-sticky, non-oily, deep moisturising cream, with the goodness of ayurvedic herbs and antiseptic action
- Rhea Chakraborty, film actor and VJ joins the Emami endorsers' club with this new product launch

Kolkata, December, 2016: Emami Limited, the Indian FMCG major has launched **BoroPlus Perfect Touch** Moisturising Cream, a new brand extension of BoroPlus. Actor Rhea Chakraborty has been roped in for the commercial of this newly launched moisturising cream. Rhea is the latest entrant to the Emami endorsers' club and becomes the face for brand BoroPlus which boasts an ensemble star power like Amitabh Bachchan & Kangana Ranaut.

The new product comes in a vibrant pink pack that reflects a strong youth appeal targeting the young generation. The product has the goodness of ayurvedic herbs and has been developed by Ayurvedic and International Skin Experts. The product works perfectly on the skin as it leaves both face and body soft, fresh & healthy.



Speaking on this occasion, **Ms. Priti Sureka, Director, Emami Ltd** said, *“Indian women do have an inherent need of moisturization on face & body throughout the year but avoid using such products as all of them are either sticky or inconvenient to carry. We at Emami have been listening to our consumers closely and after years of research we have developed this unique offering that takes care of deep moisturization and can be applied on both face & body without making it feel sticky or oily. BoroPlus is one of the most trusted skincare brands that consumers know of but many are yet to experience the brand. With the launch of BoroPlus Perfect Touch Moisturising Cream, we are confident that it would be an amazingly new skin experience for the younger generation especially for those who are on the move due to work or with friends and love to pose for that perfect selfie!”*

The all new **BoroPlus Perfect Touch** promises to provide a unique experience in one's daily skin routine, throughout the year.

The new commercial of the product will be seen on television & other social media platforms. The film have been developed & directed by Whitelight Pictures.



BoroPlus Perfect Touch will be available in 20ml pack at Rs 35/- and also 8ml pack at Rs 10/-

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 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 15% 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.

Please visit www.emamltd.in for further information.

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