



Emami introduces *Zandu Gel Balm Junior* India's first and only gel balm for kids

Kolkata, June 23, 2015: With competitive lifestyle and stress taking a toll on kids' well-being, **Emami Ltd** has launched **Zandu Gel Balm Junior**, a mild but effective multi-purpose remedy in hand to relieve kids from pain and helping them to lead a healthy and active life. Dermatologically tested and safe on kid's sensitive skin, the balm contains clinically-proven, potent ayurvedic herbs that will sooth stress and ease pain and cold.

On the occasion of this launch, **Mr. Mohan Goenka, Director, Emami Ltd** said, "Zandu Balm is a pioneer and a legacy brand in the field of Ayurveda for many decades. We have continuously evolved with changing times and forayed into new areas of product innovation. The incidences of headache, body ache and cold among kids are on the rise due to erratic lifestyle, stress, and physical exertion. This presents us with a robust and yet untapped market for pain management for children. Hence in conjunction with the growing consumer need, Zandu Gel Balm, the first and only gel based balm for kids aims to provide a holistic care to children and relief solution to worried parents."

Where Zandu Gel Balm Junior Works?

- *Headache*
- *Back, shoulder and leg pain*
- *Cold*

Why Zandu Gel Balm Junior? Presently, topical relief solutions like rubs and balms are widely used as a remedy for pain especially for kids as mothers refrain from using tablets due to the fear of side effects. However, the topical pain management applications available in the market are targeted towards adults and are harsh on a child's skin often leaving a burning sensation. Parents are thus skeptical about the impact of the current available solutions on their children as they are not custom-made for kids. Home remedies like steam inhalation and massage with warm oils although popular but are often not effective enough.

About the balm: Zandu Gel Balm Junior with its powerful formulation fortified with strong ayurvedic composition aims to deliver targeted relief to children from pain and cold. The healing properties of Zandu Gel Balm Junior provides soothing relief for aches and pains and helps in restoring a sense of wellness to body and mind. Its pleasant aroma and non-sticky feel soothes the senses and helps a kid to unwind naturally. With easy application, remedial benefits and no-burning sensation, Zandu Gel Balm Junior is expected to provide a ready solution to families with children across households.

Zandu Gel Balm Junior comes in a premium metallic laminate pack in a pleasing blue coloured bottle. The product is available in a pack size of 8 ml, priced at Rs 30/-.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.10,000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash and new brands like 'HE' Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The products from Emami are available in 4 million retail outlets across India through its network of 3000 distributors. Emami's



global footprint spans across 63 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 19% over the last 5 years. Over the years Emami's products have been endorsed by celebrities like legendary actor Amitabh Bachchan, Madhuri Dikshit, Shah Rukh Khan, Kareena Kapoor Khan, Hrithik Roshan, Bipasha Basu,

Sonakshi Sinha, Yami Gautam, Kangana Ranaut, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group, a diversified business conglomerate with over 20,000 employees also has significant presence with leadership positions in diversified industries such as Paper & Packaging Board - Emami Paper Mills, India's largest newsprint manufacturer; Bio Diesel and Edible Oil - Emami Agrotech (Formerly known as Emami Biotech), largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips, world's 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; Retail - Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr. Another 4 MTPA Cement Plant is being planned to be set up in Rajasthan and Andhra Pradesh. The Group has also set up 30 MW Solar Power Generation Plant in Gujarat.

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