



The New Indian Express HE MAGIC DUO launched

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HE, the Advanced Male Grooming Brand of the FMCG major Emami Limited launched 'HE Magic Duo', a unique category disrupting innovation to expand the brand's portfolio in the zero gas perfume space. For the very first time in India, HE Magic Duo, delivers the convenience of getting two distinct fragrances in one single can.

HE Magic Duo offers two variants: "Angels and Demons" and "Yin and Yang" both of which come in a cool masculine matte styled finished pack of 50 ml*2 = 100 ml inside a premium looking carton with a transparent window.

Both the variants are priced Rs 250 for 100 ml.

