



Emami introduces BoroPlus Healthy White Fairness Cream to support *#IndiaKaNayaChehra*

Its '7-in-One' ayurveda based benefits to replenish skin from within to revive it's original health and radiance

Kolkata, March,2018: Indian society is at the cusp of a new beginning with more & more women having stories of grit, passion and reaching their objectives by overcoming damage caused by both internal & external aggresses. Indian women do not anymore need to be portrayed as empowered to feel good. In fact, they have already taken up unique roles in the society as shining examples. Be it the likes of the first lady fighter pilot to fly the MIG 21 solo or the female biker who reached the highest lake in India or the student after whom a planet has been named recently - all of them belong to the breed of *#IndiaKaNayaChehra* as they are embracing a life which no more holds them back in face of any challenge. Celebrating this "new face" *#IndiaKaNayaChehera*, Emami Ltd, the Indian FMCG major, introduces the **BoroPlus Healthy White Fairness Cream**.



Breaking every stereotype, women in India are embracing unique professions and passions. They are the *#IndiaKaNayaChehra*. With such an active lifestyle, women are on the look-out for a face care product which is not for superficial beauty but that would nourish the skin from within,

help repair the damaged skin and allow them to sport their original healthy glow & radiance against all environmental challenges.

'7-in-One' benefits of BoroPlus Healthy White Fairness Cream

1. Bright & clear skin
2. Sparkling fresh feel
3. Spotless blemish free even toned skin
4. Supple soft smooth skin
5. Youthful & firm skin
6. Visible removal of dark circles
7. Radiant glowing skin

Supporting her in this journey is **BoroPlus Healthy White Fairness Cream** which with the goodness of 21 Ayurvedic herbs along with its trusted antiseptic action works from inside to revive the touch of health in one's original skin by efficiently removing dark spots and uneven skin tone.

According to **Ms. Priti Sureka, Director- Emami Ltd**, "Today's woman is *#IndiaKaNayaChehra* as she goes ahead in her pursuit to achieve her objective without worrying about external and internal aggressors. The existing beauty creams in the market typically offer solutions to one's skin conditions but only externally. The skin which is exposed to the harsh environmental conditions everyday needs more than just a product to make it healthy. That is where **BoroPlus Healthy White Fairness Cream** comes to your rescue. It works from within to eliminate all the



imperfections such as dark spots and uneven skin tone. Its 21 ayurvedic ingredients and the anti-septic action effectively repairs the inside damage to reveal a visibly flawless and even toned skin.”

Consumers today are largely independent in taking decisions on how they should look, carry and present themselves. These consumers are now debunking the standards set by society in terms of their appearance. They are confident and determined and fear no obstacles that hold them back from achieving their goals. **BoroPlus Healthy White Fairness Cream** is an ideal choice for such consumers who demand ‘the very best of skincare solutions.’

A new television commercial directed by the highly accomplished **Ms. Kopal Naithani**, one of the most promising women directors in the Indian ad business, is on air currently.

BoroPlus Healthy White Fairness Cream will be available in pack sizes of 8gm at Rs. 8 and 25 gm at Rs. 50 respectively.

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. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.3 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

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

Please visit www.emamltd.in for further information.

For further information, please contact:

Emami Group
Mahasweta Sen
Head-Corporate Communication
Mobile: + 91 98362 92392
Email: mahasweta.sen@emamigroup.com

Pritha Roy Chakrabarti
Assistant Manager – Corporate Communication
Mobile: + 91 99039 94787
Email : prithar.c@emamigroup.com