



BoroPlus Antiseptic Cream launches BIG TICKET CELEBRATION PACK To look your best this festive season

Introduces the BIG and NEW 120 ml pack at just Rs 140!

Kolkata, October 2018: With the onset of the festive season, India is all set to get into the festive groove with full gusto. To avoid, dry, itchy skin during the winter months and look one's best this festive season, **BoroPlus Antiseptic Cream (BPAC)**, manufactured and marketed by Indian FMCG major **Emami Limited** launches the new **BIG ticket 120 ml celebration pack**, attractively priced at **Rs 140!**

The newly launched SKU of BPAC would come with an exciting offer of a 25 gm pack of BoroPlus Healthy White Fairness Cream worth Rs 50 absolutely free.

Powered by the goodness of Ayurveda, BoroPlus Antiseptic Cream is a one stop multipurpose solution for all kinds of skin care needs. It offers a host of beneficial properties of foot cream for cracked heels, night cream, winter cream, moisturizer for dry skin and lips, antiseptic cream, and much more.

According to **Ms. Priti Sureka, Director, Emami Ltd,**

"The festive season is the busiest time of the year, a time when we celebrate, work, catch up with our friends and family.

India unites the most this time of the year and revels in the festivities across communities. We care for our consumers and BoroPlus is one of the best skin solutions that crores of our consumers have loved over generations. The antiseptic market in India is growing at a rate of 13% and the consumer trust that BoroPlus Antiseptic Cream enjoys has helped us to remain the No. 1 for years with a current market share of 75%. Through these attractive festive offers, it is our endeavor to reciprocate this trust."

BoroPlus has ayurvedic herbs which go deep into the skin to heal, protect and moisturize to help a confident you to take a step forward this season without any worries.

SEASON'S HOT PICK

FREE PACK of 25 gm BoroPlus Healthy White Fairness Cream worth Rs 50 with 120 ml BoroPlus Antiseptic Cream

FREE PACK of 15 gm BoroPlus Healthy White Fairness Cream worth Rs 30 with 80 ml BoroPlus Antiseptic Cream

Convenient PREMIUM 'CHHOTU' Pack of BoroPlus Antiseptic Cream at just Rs 10!