



NAVRATNA OIL LAUNCHES ITS NEW WINTER VARIANT: NAVRATNA GARAM AYURVEDIC TEL

- **First ever ayurvedic oil that will provide instant warmth and relief in harsh winters**
- **It is enriched with 9 warmth inducing ayurvedic ingredients**
- **A quick massage before stepping out helps to keep you warm and protected from cold**

Kolkata, December 2018: Emami Ltd's Navratna Oil, the leading cool oil brand expands its portfolio to add a winter variant **Navratna Garam Ayurvedic Tel** to its arsenal and establish a year round presence in the consumer space.

Popular for providing relief and relaxation from problems like headache, body ache and sleeplessness, Navratna Oil till now had a summer skewed presence in the consumer mind. Consumers did not have any warm solution during the winters, which can provide similar instant relief and relaxation from problems like headaches, lethargy and numbness that people face due to cold weather. To address this consumer need gap, Emami Limited introduces **Navratna Garam Ayurvedic Tel, the first ever ayurvedic oil that provides instant warmth and a solution to winter woes.**

Navratna Garam Ayurvedic Tel is made using **9 warmth inducing ayurvedic ingredients** such as *Brahmi, Dalchini, Ajwain, Sarson* and so on that provide warming sensation and has a comforting and soothing fragrance.

The new product from Navratna portfolio is aimed to foray into an untapped market of warm oil and plans to penetrate deeper in the northern markets of India where winters are severe. The product is being initially launched in Uttar Pradesh this winter, well supported by a 360 Degree media campaign including Television and Print Advertisements, Digital Activations which are supplemented by various BTL activities.

Commenting on the launch, **Mr. Harsha V Agarwal, Director, Emami Limited** said, "Navratna has been the popular choice of consumers for cooling, relaxation and relief during summers for more than two decades. Whereas for winter season there is no alternative available for them which can offer the same benefits. Thus, we have launched a new variant – **Navratna Garam Ayurvedic Tel**. It has the benefits of natural ingredients and a brand promise of instant warmth and relief from headache, lethargy and numbness due to winter. In our consumer behaviour research, we found that the market of warm oil has been untapped and there is a huge unmet need for relief and relaxation solution to winter problems as faced by consumers. Hence, with Navratna Garam Ayurvedic Tel, we are confident of reaching out to a wider audience which will help us consolidate our leadership position and accelerate the brand's growth to newer heights."



Navratna Garam Ayurvedic Tel will be available in 2 SKU sizes of **100ml** and **200 ml** priced at **Rs 75** and **Rs 135** respectively.

Navratna Oil enjoys a volume market share in excess of 60% and is a category leader.

Navratna portfolio now consist of Navratna Oil, Navratna Xtra Thanda Oil, Navratna Almond Cool Oil and Navratna Garam Ayurvedic Tel and is endorsed by Amitabh Bachchan.

The TVC of Navratna Garam Ayurvedic Tel can be seen on YouTube link:

<https://www.youtube.com/watch?v=6Xi1TvjhWxA>

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 3100+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 17% CAGR in topline for the past 10 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.

For further information, please contact: -

Emami Group

Mahasweta Sen, AVP & Head - Corp Comm

Email: mahasweta.sen@emamigroup.com

Mob: + 91 98362 92392

Pritha Roy Chakrabarti, Asst. Manager, Corp Comm

Email : prithar.c@emamigroup.com

Mob: + 91 99039 94787