



HE Advanced Grooming launches the new summer disruptor **HE MAGIC DUO**

A unique deodorant that packs in two fragrances in one bottle
#HeMagicDuo #GodPromiseBro

Kolkata, 25th March 2019: HE, the Advanced Male Grooming Brand of the FMCG major **Emami Limited** launches '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. The unique applicator at the top of the can is positioned side by side and can spray two different fragrances separately or together.

Adding to the excitement of the innovation, **Mr. Harsha V. Agarwal, Director- Emami Ltd** said, *"The deodorant category in India is a highly saturated and cluttered market. With the presence of multiple players, it is becoming increasingly difficult to break through this clutter and stand out. HE as a brand has a strong legacy of differentiation from the very beginning. This time, we found through our consumer research that there is an increasing dual usage trend wherein **1 in 5 users currently use 2 or more Deos on a regular basis** just from the need of variety and the urge of not smelling the same every time. Triggered by this consumer need, we have brought in a category disrupting solution through HE Magic Duo where we are offering two fragrances at the price of one. We believe that HE Magic Duo with its breakthrough packaging is going to create a stir in the consumer mind space."*

HE Magic Duo will roll out a series of quirky, humorous television commercials made on a single sign-off thread of **"GOD Promise Bro"** to vouch for this unbelievable innovative product.



Angel and Demon		Yin and Yang	
			
Angel	Demon	Yin	Yang
Top Notes: Bergamot, Lavandin, Rosemary; Middle Notes - Basil, Clove, Patchouli; Base Notes - Evernyl, Musk	Top Notes: Galbanum, Bergamot, Basil; Middle Notes - Lavender, Rosemary, Geranium; Base Notes - Sandalwood, Oakmoss	Top Notes: Fougere, Herbaceous; Middle Notes- Lemon, Rosemary; Bottom Notes- Musk, Vanilla	Top Notes: Neroli, Citrus, fruity, Middle Notes: Marine, Eucalyptus, Lavender, Base Notes: Woody, Ambery, Musky
Price: Rs 250 for 100 ml		Price: Rs 250 for 100 ml	

To know more visit www.hebeinteresting.com

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: -

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