



Emami ropes in Superstar Katrina Kaif as the new face for Emami 7 Oils in One

Katrina to add impetus to Emami's plan for the next phase of growth for its haircare portfolio

Kolkata, 16th February 2019: **Emami 7 Oils in One Non Sticky Hair Oil**, one of the fastest growing brands in the buoyant light hair oils category, has roped in Superstar Katrina Kaif as its new brand ambassador. With her wide appeal across demographics and ages, Katrina Kaif's inclusion as an endorser is set to blend perfectly with the ethos of the brand, aptly representing a modern woman who performs every role seamlessly and is an all-rounder just like Emami 7 Oils in One.

Developed in collaboration with International hair expert Tony Pearce & Indian hair expert/specialists, **Emami 7 Oils in One** from the house of **Emami Ltd**, offers an expert solution for repairing hair damage and making it 20 times stronger from inside & all day set from outside. It gives superior nourishment while keeping the hair light at the same time. This oil is a unique blend of 7 natural oils- Almond, Jojoba, Argan, Olive, Walnut, Amla and Coconut.

Speaking on the occasion **Ms. Priti A. Sureka, Director, Emami Limited** said, "*As per industry estimates, light hair oil is the fastest growing segment with a CAGR of 25 per cent in the last 5 years. As a brand we have taken keen interest in the segment, established ourselves as a dominant player and have gained firm foothold in this dynamic space. We welcome Katrina to our Emami family. She is an epitome of beauty and is grace personified. She is a global figure who has carved her own niche with her sheer confidence and success. Her infectious charm only adds to her superstar repertoire. She fits the brand image impeccably and her involvement will surely have a positive connect with our consumers.*"

Commenting on her association with the brand, **Katrina Kaif** added, "*I am extremely glad to be associated with Emami 7 Oils in One as a brand ambassador. Every girl wants a healthy, lustrous mane, but it becomes very difficult to achieve the feat given the amount of damage our hair is exposed to.*"



My professional commitments ensure that my hair is exposed to a lot of heat and bright lights during shoots which causes extensive damage. Pollution also adds to the harm. With Emami 7 Oils in One, I have found the perfect all-in-one solution for all such problems. The ingredients are all natural oils that help repair hair damage, rejuvenate, nourish and boost hair strength and growth.”

Emami 7 Oils in One is available in 200 ml, 100 ml, 50 ml and 3 ml packs, priced at INR 120, INR 63, INR 33 and Re 1 respectively. Light yellow in colour with a pleasant fragrance, the oil can also be used for styling due to its light texture.

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 and 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 4.5 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including SAARC, MENAP, SEAA, Africa, Eastern Europe and the CIS countries.

Emami has maintained a 14% 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, Varun Dhawan, 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.

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