



EMAMI LIMITED FORAYS INTO PERSONAL HYGIENE WITH ITS LEADING SKINCARE BRAND - BOROPLUS

After hand sanitizer, BoroPlus – India’s No. 1 Antiseptic Cream brand, adds toilet soaps and hand washes to its personal hygiene portfolio

Kolkata, 18 June 2020: After a successful entry into the hygiene space with the launch of BoroPlus Advanced Anti- Germ Hand Sanitizer in April 2020, **Emami Limited**, the Indian FMCG major takes another leap and expands its **BoroPlus Hygiene Range** with the launch of **toilet soap bars** (BoroPlus Antiseptic + Moisturizing Soap) and **hand washes** (BoroPlus Antiseptic + Moisturizing Handwash).

Recommended by Doctors, the **BoroPlus Hygiene Range** currently comprises an assortment of **hand sanitizers, toilet soaps and hand washes**. The products, powered by natural antiseptic herbs are clinically tested to **kill 99.99% of germs and viruses**. Also, enriched with moisturising ingredients, the BoroPlus Hygiene Range not only helps to keep skin germ-free, but also helps retain the skin’s moisture content keeping it soft and supple.

What’s more, the BoroPlus Hygiene Range is free from harmful chemicals likes parabens, silicones and artificial colours, making the products safe for the entire family and suitable for frequent everyday use.

BoroPlus Antiseptic + Moisturizing Soap Bars and Hand Washes are available in 2 variants – one with **Neem, Tulsi & Aloe Vera** and the other with **Neem, Eucalyptus & Honey**. Being true to its antiseptic equity, leveraged through natural ingredients, **BoroPlus Advanced Anti-Germ Hand Sanitizer**, launched in April, is also enriched with herbs – **Neem and Tulsi** in an alcohol base of 70%.

The range will be differentiated, accessible and affordable for the masses with introductory offers. BoroPlus is a truly Indian brand that constantly endeavours to understand the consumer needs of both rural and urban India and develops products that cater to their specific needs. With an ear to the ground, it has developed the Hygiene range specifically for Indian consumers, keeping in mind their needs, functional benefits, sensorial preferences and budget expectations. Emami will leverage its full distribution strength in order to make these products available all over the country, along with capitalizing the digital medium owing to the increased presence and prominence of e-commerce platforms.

Speaking on the occasion, **Ms. Priti A. Sureka, Director, Emami Limited** said, “BoroPlus is a brand trusted by millions of people, all over India. Its antiseptic cream is a staple across households and is used by children and





adults alike, to heal, protect and moisturize the skin. The foray into personal hygiene, keeping in mind the antiseptic and moisturising qualities of BoroPlus, was part of our innovation plan on the brand – we are looking at the category from a long term perspective, building the ‘cleansing’ part of the range to complement the ‘care’ products. However, with the world facing the COVID-19 pandemic, we’ve seen several consumer behavioural changes with respect to personal hygiene, which have become a new way of life and we believe increased hygiene consciousness is here to stay. There is a heightened sense of awareness around the importance of these hygiene practices in stopping the spread of the COVID-19. We strongly feel, that most of these behavioural changes will become habits in the long-run as everyone is concerned about personal hygiene. Keeping this in mind, we have endeavoured to bring forward our launches in the hygiene segment – we also anticipate an increase in demand owing to the lockdown being gradually lifted. We started with the launch of the hand sanitizer for which we have witnessed very positive consumer traction. Now we have extended our portfolio into toilet soaps and hand washes. The BoroPlus brand is rooted in its natural antiseptic equity, offering efficacious protection against germs & viruses and at the same time taking care of the skin by providing adequate moisturisation.”

HOT PICK:

75g and 125g of **BP Antiseptic + Moisturising Soap Bar** [*Neem, Tulsi & Aloe variant*] and [*Neem, Eucalyptus & Honey variant*] are available at a special introductory price of Rs 25 and Rs 45 respectively.

160ml and 200 ml of **BP Antiseptic + Moisturising Hand Wash** [*Neem, Tulsi & Aloe variant*] and [*Neem, Eucalyptus & Honey variant*] are available in bottles and refill pouches at a special introductory price of Rs 55 and Rs 100 respectively.

BoroPlus Advanced Anti-Germ Hand Sanitizer is available in bottles in various SKU sizes of 50 ml, 100 ml, 200 ml and 300 ml at various price points of Rs 25, Rs 50, Rs 95 and Rs 140 respectively. It is also available in 5 Litre Jeri Can at Rs 2400.

BoroPlus Hygiene Range will be available across Pharmacy and General Retail stores, Modern Trade outlets and E-Commerce platforms.

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 4.5 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 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, Pt Birju Maharaj, Shah Rukh Khan,

Salman Khan, Hrithik Roshan, Shahid Kapoor, Katrina Kaif, Madhuri Dixit, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Tiger Shroff, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Please visit www.emamilttd.in for further information.
