



# Emami Ltd Forays into Home Hygiene Space With **'EMASOL'**

## A Complete Range of Home Hygiene Products

**Ropes in Blazing Cricket Star Shikhar Dhawan as the Global Brand Ambassador for EMASOL**

**Kolkata, 19<sup>th</sup> November, 2020:** Emami Limited, the Indian FMCG major, is ready to hit the Indian market with its newest offering –**EMASOL** – a complete range for home hygiene products. With this launch, the Company, which so far enjoyed a leading presence in the personal care and healthcare space, makes a big bang entry into the homecare segment for the very first time.

Under **EMASOL** range of products, Emami Limited will manufacture and market **FIVE** offerings:

- EMASOL Disinfectant Floor Cleaner
- EMASOL Disinfectant Toilet Cleaner
- EMASOL Disinfectant Bathroom Cleaner
- EMASOL Antibacterial Dish Wash Gel
- EMASOL All Purpose Sanitizer

The **EMASOL** is the **first Home Hygiene Range** to hit the Indian market that apart from killing 99.9% germs, also has **BGV24™\*** advanced antimicrobials action that offers upto **24 Hours protection from virus, germs and bacteria.**

Announcing the launch of the **EMASOL** Home Hygiene Range, **Mr. Mohan Goenka, Director, Emami Limited**, said, “The COVID 19 pandemic has accelerated home hygiene consciousness to newer heights. People are more concerned about maintaining household hygiene with higher frequency of cleaning across all economic strata. Home Hygiene, as a category of approx. Rs 3000 cr had been growing in double digits in the pre-COVID times and is expected to grow much faster in the coming days. Emami is thrilled to capture the topical relevance of the time and make foray in the home hygiene space by introducing **EMASOL** Range of home hygiene products. Emasol Range offers a strong combination of Emami's leading brand equity plus a superior R&D innovation **offering upto 24 hrs of protection from virus, germs and bacteria, which is a first in Indian market.** We expect a very encouraging market response from this launch as consumers are on lookout for hygiene products that are effective and enjoy high level of brand trust.”





As per a recent Worldpanel Kantar Report, COVID-19 is resulting in change of consumer behavior in the context of home hygiene leading to increase in **use of toilet cleaners by 47%, mopping of floors by 41% and disinfectant use by 28%**. As per Nielsen category trends, a significant growth in penetration and consumption has been witnessed for home hygiene products with e-commerce channels recording a growth of around 80% for floor and toilet cleaners in the post pandemic environment.

### **EMASOL Range Price Points**

#### **EMASOL Disinfectant Floor Cleaner**

(*Citrus & Lavender*) – 500 ml and 975 ml @ Rs 75 and Rs 140

#### **EMASOL Disinfectant Toilet Cleaner**

– 500 ml @ Rs 70

#### **EMASOL Disinfectant Bathroom**

**Cleaner** – 500 ml @ Rs 75

#### **EMASOL Anti- Bacterial Dish Wash**

**Gel (Lemon)** – 500 ml and 900 ml refill pouch @ Rs 95 and Rs 170

#### **EMASOL All Purpose Sanitizer Spray**

– 25 ml and 500 ml @ Rs 30 and Rs 199

With an edge in germ protection for the unique formulation having BGV24™\* advanced antimicrobials action, Emami has roped in **International Cricket All Rounder - Shikhar Dhawan** as the **Global Brand Ambassador** for its EMASOL Range.

London based design firm, **Evolve Creative** developed the packaging for the EMASOL Home Hygiene Range, which comprise competitively priced quality products. EMASOL Range is being launched across General Trade, Modern Trade and E- Commerce channels with a major focus on urban metro markets, which is expected to contribute majorly to its overall sale.

### **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 & Menthobal 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 10% 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 Arya, 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.emamiltd.in](http://www.emamiltd.in) for further information.