



BoroPlus gets Ayushmann Khurrana on board as the Brand Ambassador for it's Soaps & Hand Washes

Enriched with natural goodness of Neem, Tulsi, Aloe Vera, Eucalyptus, Honey – BoroPlus Soap Bars and Hand Washes offer 3-in-1 benefits of Antiseptic + Moisturization + Ayurvedic.

Kolkata, 25 February 2021: It's a *Shubh Mangal* moment that calls for a *Badhai Ho!*

The Kolkata based Indian FMCG major **Emami Limited** begins 2021 with a significant endorsement deal as it signs on National Award winning Bollywood star **Ayushmann Khurrana** for its new launches **BoroPlus Soaps and Hand Washes**.

BoroPlus, India's No.1 Antiseptic Cream Brand, has launched soaps & hand washes under its Hygiene portfolio last year. Enriched with natural antiseptic herbs and clinically tested to **kill 99.99% germs and viruses**, BoroPlus Soaps and Hand Washes are ayurvedic and free from harmful chemicals like



parabens, silicones and artificial colours, making the products safe for the entire family and suitable for frequent everyday use. **BoroPlus Soaps and Hand Washes** are available in two variants – one with **Neem, Tulsi & Aloe Vera** and the other with **Neem, Eucalyptus & Honey**.

Speaking on the new endorsement association with Ayushmann Khurrana, **Ms. Priti A. Sureka, Director, Emami Limited**, said, *“With the onset of COVID -19 pandemic, awareness about personal hygiene is something which has become significantly critical today. Soaps and hand washes have been found to be highly penetrated hygiene products that are essential for everyone. BoroPlus, leveraging its ayurvedic, antiseptic and healing equity entered this category last year to offer consumers a hygiene solution which will not only keep them germ-free but will also take care of their skin through adequate moisturization. To create better*

consumer awareness about these two focus categories of BoroPlus, we feel happy to associate with Ayushmann Khurrana. Named as one of the 100 most influential people in the world in 2020 by Time



Magazine, Ayushmann not only enjoys a wide mass appeal across age and gender but is also known for delivering credible, authentic and good content for audience. We believe that his personality will complement BoroPlus, a brand which is synonymous with trust and care.”

“Though personal hygiene is an integral part of one’s wellbeing, but in today’s context, it is something which is even more critical. Regular germ-kill soaps and hand washes could be harsh on

the skin & are made from chemicals, which make the skin very dry. It is essential to have a bathing solution which provides skin care (moisturisation) along with germ protection. BoroPlus soaps and hand washes, enriched with natural ayurvedic herbs, are effective in protecting us against germs and viruses and also have moisturizing properties to make one’s skin soft and smooth. They make the perfect solution for my personal hygiene necessities,” said Ayushmann Khurrana.

Available as wrapped opaque white bars **BoroPlus Soap** is available in 50g, 75g and 125 g sizes worth at Rs. 10, Rs. 25 and Rs. 45 respectively while BoroPlus Hand Washes are available in Pump Packs [Bottles] at Rs. 85 + Refills at SKU sizes of 190ml [Pack of 2] & 750ml Rs.85 & Rs.99 respectively.

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 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 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.emamiltd.in for further information.
