



# Emami Launches India's 1<sup>st</sup> Non-Sticky Antiseptic Cream BOROPLUS SOFT

**Bollywood Actor Nushratt Bharuccha to be the face of the brand**

**Kolkata, 2<sup>nd</sup> November 2021:** Emami Limited, one of India's fastest growing FMCG companies, launches India's 1<sup>st</sup> Non-Sticky Antiseptic Cream – BoroPlus Soft Ayurvedic Antiseptic Cream.

Bollywood actor, **Nushratt Bharuccha**, known for her successful role as the female lead in films like *Pyaar Ka Punchnama 2*, *Sonu Ke Titu Ki Sweety*, has been roped in as the face of the new brand.



Targeting the millennials & zillennials who are on the lookout for a light & soft textured face cream that has healing properties offering optimum moisturization without any oily feel, BoroPlus Soft brings the perfect combination of a non-sticky, non-oily formula that offers fast absorption within 10 secs. Fortified with the natural goodness of a Vitamin E, Fruit Water and 10 super herbs, BoroPlus Soft is an all season daily cream for face, hands & body, providing 24 hr moisturization.

Speaking about the new launch and its brand ambassador, **Ms. Priti A. Sureka, Director, Emami Limited** said, "*Youth in India, with an active professional and personal life, has a certain need gap for a skin cream that will keep their skin hydrated and nourished across the year, along with*

*efficacious healing properties, without making the skin greasy and oily. Thus, we are introducing an ultra-light, non-sticky, non-oily skin care cream that is 'natural' and 'ayurvedic' with the same antiseptic & multipurpose properties of the classic BoroPlus Antiseptic Cream, a market leader for decades. We wanted a fresh, young face who the consumers can easily relate to and Nushratt Bharuccha with her youth appeal, vivacity and bubbly personality fit the criteria perfectly. We are happy to have her on board.*"

**Nushratt Bharuccha**, actor and the brand ambassador of BoroPlus Soft Ayurvedic Antiseptic Cream said on this occasion, "*I am happy and proud to associate with the renowned brand of BoroPlus. It's a brand that I've known and trusted since my childhood, like million others. I especially love the new BoroPlus Soft cream. It gives my skin the optimal moisturisation & nourishment, without making it sticky or oily. It's ultra-light, great to use and has an awesome fragrance.*"



Featuring Nushratt Bharuccha in a brand new commercial directed by Bhavesh J. Kapadia and produced by Cutaway Films, a new TVC will be on air shortly.

Packed in a tube format for hygienic usage, **BoroPlus Soft Ayurvedic Antiseptic Cream** is available in pack sizes of 5ml, 25 ml, 45 ml and 100 ml against MRP of Rs. 10, Rs. 45, Rs. 80 and Rs. 180 respectively. The product will be available across all trade channels.

### **About Emami Ltd**

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. In 2019, the Company acquired Creme 21, a German brand with strong roots & brand recall. Emami products are available in over 4.5 million retail outlets across India through its network of ~2800 distributors and its global footprint spans over 60 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

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, Ayushmann Khurrana, Madhuri Dixit, Katrina Kaif, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sonu Sood, Sachin Tendulkar, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit [www.emamiltd.in](http://www.emamiltd.in) for further information.

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