

Emami expects Boroplus to be a Rs 500-cr brand soon

Our Bureau

Kolkata, Nov. 23

Emami said it expects its Boroplus antiseptic cream to become a Rs 500-crore brand to over the next two years. The brand is currently valued at over Rs 250 crore, according to Mr Harsh Vardhan Agarwal, Director, Emami Group of Companies.

With a view to boosting its sales and addressing the specific needs of consumers, Emami has launched two new products under the Bo-

roplus brand called 'Boroplus Healthy & Fair Winter Cream' and 'Boroplus Intensive Skin Therapy Cream'.

While Boroplus Healthy & Fair Winter Cream would fulfil the strong need of moisturising with the additional benefit of fairness imparting a healthy and fair skin, Boroplus Intensive Skin Therapy Cream would for the first time bridge the gap for a cream that caters to the hands, knees, heels and elbows, Mr Agarwal said.

"We have made investments of about Rs 25-crore involving the marketing and advertising of 'Boroplus Healthy & Fair Winter Cream'. This will be available in packs of 7ml for Rs 27 and the 50 ml packs will be priced at Rs 45. Boroplus Intensive Skin Therapy Cream' will be priced at Rs 10 for 12 ml pack and Rs 45 for a 40 ml pack," he said. Kareena Kapoor would be seen endorsing both the products, he added..