



Emami takes on board **Actor AKSHAY KUMAR** As the new Brand Ambassador for its Iconic Brand **BOROPLUS AYURVEDIC ANTISEPTIC CREAM**

Kolkata, 26 October 2022: FMCG major, Emami Limited has signed Bollywood actor **Akshay Kumar** as the new Brand Ambassador for its power brand **BoroPlus Ayurvedic Antiseptic Cream**.

The Company is upbeat about **India's No.1 Antiseptic Cream Brand** joining hands with **Bollywood Ka All-Rounder** that is expected to spark a new chemistry to propel the brand forward.



Speaking on this major development, **Ms. Priti A. Sureka**, Director, Emami Limited said, *“Akshay Kumar’s multi-dimensional personality extends his filmy superstar persona to that of a dutiful son, a committed husband, a loving father and a responsible citizen. From Macho Man to Pad Man, to the emotional jerks, to his extra-ordinary comic timing, to the action hero, he embodies a multi-faceted persona. BoroPlus finds the multi-faceted values represented by Akshay Kumar a perfect fit for the multi-purpose functions of the brand. BoroPlus’s healing, antiseptic and moisturising properties make it a perfect antiseptic cream, lip cream, foot cream, 24 hrs moisturiser, night cream, winter cream. Both Akshay & BoroPlus are also brands that take care of the happiness of the family - **Parivaar Ki Khushiyaan.**”*

Commenting on this new journey, **Akshay Kumar**, the new brand ambassador of BoroPlus Ayurvedic Antiseptic Cream said, *“Brands build legacy on a foundation of trust. Emami and its iconic brand BoroPlus Ayurvedic Antiseptic Cream have built upon a strong heritage of consumer trust over nearly four decades by virtue of its product quality and efficacy. I feel very happy to be associated with a trusted brand like BoroPlus and become a part of the Emami family, which is a very popular household name in the world of personal care.”*



The BoroPlus range comprises a wide array of expertly crafted skincare products, suitable for the whole family, including Antiseptic Cream, Body Lotions, Aloe Vera Gels, Soaps, Petroleum Jelly and Prickly Heat Powders.

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 and Kesh King. 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. Following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, the Company went on to acquire 'Dermicool', one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 4.9 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, Late Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, etc over the years.

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

Please visit www.emamiltd.in for further information.

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