

Hindu Business Line

Emami launches new sunscreen lotion

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Clip: 1 of 1

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Kolkata-headquartered Emami Ltd has launched a sunscreen lotion under the brand name 'Boroplus.' The lotion will be called "Boroplus Subnscreen Lotion." Emami is targeting an eight per cent market share in the first year of launch of the product.

The lotion will be available in two different packs of 15 ml and 100 ml.