

## ■ Emami to Launch 'Pure Skin', Eyes ₹50-cr Revenue



**MUMBAI** Emami plans to launch a host of mass-premium skin care products under 'Pure Skin' brand next month and has roped in Bollywood actress Kangana Ranaut as its brand ambassador. The maker of Zandu and Fair & Handsome has acquired exclusive India rights of Multi Plant Stem Cell from Swiss-based Mibelle Biochemistry for the new range. "We plan to launch products including face washes, moisturisers, lotions, cleansers and toners soon and expect over ₹40-50 crore revenue from these products this fiscal," said Emami Director Priti Surekha. "Emami has got a long-term licence for the technology with a provision of renewal."