



Press release

Emami to keep things warm this winter With aggressive marketing & distribution initiatives

- Expects 20% growth with winter brands
- 35% increased advertising investments on brands this winter season
- Boroplus and Vasocare to lead from the front
- Adoption of innovative & aggressive marketing & distribution strategy
- Special Focus on Zandu Sona Chandi Chawanyprash this year - to launch new TVC

Kolkata, 27th November, 2012: Emami Ltd., India's leading diversified FMCG player with an annual turnover of around Rs 1500 Cr anticipates a bullish performance from its portfolio of brands viz. Power Brand-**Boroplus**, **Power Brands-Zandu Chawanyprash**, **Zandu Kesari Jivan** and **Sona Chandi Chawanyprash** and **Vasocare**. It expects these brands to push sales during winter in excess of over 20%. Emami is banking on a combination of heritage and contemporary brands to accelerate its winter sales which is driven by a preventive care consumer mindset – from skin protection to immunity booster.

Leading the pack is the house of **Boroplus brands**, a long standing winner with a heritage of 30 years, which has achieved a significant growth over the years aided by brand extensions. Endorsed by **Kareena Kapoor** and **Amitabh Bachchan** the BoroPlus brand **continues to hold a strong 75% market share in the antiseptic cream category.**

For BoroPlus, one of the largest skin care brands, Emami Limited will be going for aggressive marketing plans focusing on urban markets for BoroPlus extensions at the same time grow rural markets for the antiseptic cream. While urban initiatives like **College activations**, **direct product sampling**, **digital initiatives** **radio linked activations** are being actively exploited, for rural, **innovative outreach through age-old folk art form of "jatra" and "Melas" for sampling/ brand promotions/ merchandizing / in play product promotions etc is also planned for the focus states**

Mr. N. Krishna Mohan, CEO, – Sales, Supply Chain & Human Capital of Emami Ltd informed that, "This winter, we will be taking forward the promotional strategies of our Boroplus brand in a 360° approach. While there will be a considerable investment in the modern trade for increased urban penetration, for our rural consumer base we will be taking the route of the age-old folk art form of "jatra" for sampling/ brand promotions/ merchandizing / in play product promotions etc in the Eastern region market."

Vasocare on the other hand which marked Emami's entry in petroleum jelly based products is a relatively newer brand endorsed by **Bipasha Basu**. It has a more urban centric appeal with its product range across **Vasocare Lip Balm**, **Vasocare Lip Moisturizer** and **Total Moisturizing Lotion**.

Mr. Krishna Mohan further added, "The lip category is currently estimated at Rs. 77Cr. We hope to leverage our strong distribution network across the country comprising of 3500 distributors and presence is over 4 million retail outlets and expand the market for this category. We expect this product range to grow across all demographic segments in the coming years."



Emami will increase its investments on marketing by about 35% this winter over last year on its winter brands. There would be special thrust on Zandu Brands this year i.e. Zandu Kesari Jivan and Zandu Chyawanprash with an eye to grab a larger pie of the more than Rs 350 cr market Chywanprash market. . “While

we will be continuing with the same TVC and print creative as in last year with Pandit Birju Maharaj on Kesri Jivan we are coming out with a new commercial on Chywanprash. We have also launched a new communication for Zandu Balm,” added Krishna Mohan. For the Zandu portfolio, the Company will be launching a reasonably priced format of Zandu Balm worth Rs.2/-.

This year marks a new beginning for **Sona Chandi Chyawanprash** pushed by **consumer offers and high media spend** with two fresh-look TVCs. Conceptualised & created by **Scarecrow**, the new TVC focuses on the Mother as its core target audience.

Taking forward the brand’s core value, **Fast Relief is the title sponsor of “Mumbai Games”** which is expected to be the “Biggest participative sport extravaganza in Mumbai” with more than 3000 participants, which provides a good fit with the brand for its aim to promote active lifestyle. **Fast Relief expects to grow more than 25% during the winter months over last year.** New TVC on **Fast Relief** has also been rolled out very recently with their 5 new brand ambassadors namely **Saina Nehwal, Sushil Kumar, Mary Kom, Vijendra Singh** and **Gautam Gambhir**. Legendary actor **Amitabh Bachchan** also stars prominently in the Fast Relief TVC.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.5000 cr Emami Group. 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 Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3500 distributors. Emami’s global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 23% over the last 5 years. Over the years Emami’s products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India’s largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world’s 4th largest ball point tip manufacturer; Retail – Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India’s largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

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