



This winter, “soak in the goodness” of Emami Vasocare range of products for head-to-toe care

Kolkata, December 17, 2012: It's that time of the year when your skin begins to lose its lustre. So instead of sitting back and allowing winter to take the upper hand, take that extra step to pamper your skin! Banish your winter blues with Emami's Vasocare array of head-to-toe skin-care products. The Vasocare range has unique herbal formulae blending the best of Aloe Vera, Tulsi and Chamomile. The range includes Vasocare Petroleum Jelly, Vasocare Lip Balm, Vasocare Lip Moisturiser, Vasocare Total Moisturising Lotion: 5X more effective.

Emami Vasocare Petroleum Jelly:

To combat the harsh dryness of the winter season, Vasocare Petroleum Jelly now introduces two new flavours - Fruit Touch and Flower Touch for application on all the exposed parts of the body prone to stubborn cracks. Enriched with the goodness of herbs reflected by its rejuvenating tinge of green, it is the first green alternative in the petroleum jelly market flooded with synthetic products. The bounty of Mother Nature preserved with care in this petroleum jelly is also reminiscent of a mother's caring touch which protects and nurtures. Priced at INR 5, 25 and 35 for 8.8, 25 and 50 ml containers, the petroleum jelly will not burn a hole in your pocket!

Hot pick: Take home a 50 ml container of your favourite Vasocare Petroleum Jelly and get a complimentary sachet of Vasocare Total Moisturising Lotion

Vasocare Lip Moisturiser and Balm:

Want to have a juicy, naughty pout like Bipasha?? Voila! What better can you get than the lip care range of Vasocare which is endorsed by this Bollywood Diva? This perfect lip balm moisturizes, heals, protects, and nourishes. Vasocare offers six picks from lip-care range which will keep you smiling all season long. This winter, experiment with Juicy Orange, Strawberry Splash, Sinful Chocolate or go for regular Classic at a neat INR 100. The Vasocare lip balm comes with a price tag of INR 25 that will certainly fit your bill. A little dab of Vasocare lip balm and let your winter woes evaporate!

Vasocare Total Moisturising Lotion: 5X more effective

It moisturises skin from deep inside, protects skin from dryness, regenerates skin moisture balance, restores softness and relieves cracked skin. Prices vary between INR 6 and 50 for the 20 ml and 100 ml containers respectively.

Hot Deal: Get a Vasocare Lip Balm worth Rs. 25 Free with 100ml Vasocare Total Moisturising Lotion.

So if you are thinking on the lines of having a comprehensive skin care routine for winter, go skinny dipping with Emami's Vasocare range at your nearest store.



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.

Please visit www.emamiltd.in and www.zanduayurveda.com for further information

For further information please contact:

Mahasweta Sen | GM-Corporate Communications | Emami Ltd | H: +919836292392
Pritha Roy Chakrabarti | Emami Ltd | H: +919903994787