

■ FMCG Giant Emami Enters Face Wash Category



NEW DELHI FMCG firm Emami has forayed into the face wash category by launching Fair and Handsome Instant Fairness Face wash. Emami aims to capture 8% market share of men's face wash in the next one year, the home grown FMCG firm said. The face wash would be available in 20gm, 50gm and 100 gm packs priced at ₹30, ₹65 and ₹100, respectively. According to the company, its face wash is powered by ActiFair Peptide, which effectively removes dirt and excessive oils. Commenting on the development, Emami Director Mohan Goenka, said: "The launch of Fair and Handsome Instant Fairness Face Wash would also strengthen our presence in the burgeoning men's grooming category."