



Emami's Power Brand Navratna to keep Pro Kabaddi League Team PATNA PIRATES *Thanda Thanda Cool Cool*

Patna, August 06, 2014: Emami Ltd, one of the leading FMCG major in India, announced the association of its Power Brand NAVRATNA with PATNA PIRATES, one of the participating teams of the ongoing Pro Kabaddi League tournament.

"Kabaddi has always been a popular form of sport that we have grown up with. The game is getting its due recognition for the first time in India in the form of Pro Kabaddi League, which is commendable. We, at Emami, believe in boosting the popularity of lesser followed sports and play a role in their wider acceptance. We are extremely happy with the association of our power brand Navratna with Patna Pirates for two years and we look forward to a mutually enriching relationship. We do hope that the Patna Pirates team led by ace player Rakesh Kumar would bring glory and fame to this unique sport" said Mr Harsha V Agarwal, Director, Emami Ltd.

"It is heartening to see Emami and Navratna coming forward to patronize the revival of this indigenous game which is languishing due to lack of support. We request others also to support the league which will help the game attain the desired professional and world class status." said Col. Vinod Bisth, CEO – Patna Pirates.

Emami had earlier been associated with Cricket Association of Bengal to promote and nurture young cricketing talents. Emami is one of the few Indian corporates who had taken on board talented sports personalities & Olympians like Saina Nehwal, Vijendra Singh, Mary Kom and Sushil Kumar as brand ambassadors, who made India proud in the international sporting circuit.

"Bihar being the core market for Navratna and Kabaddi being a very popular game in the hinterland, association with Patna Pirates is a good opportunity for the brand to connect with its audience. Moreover, Kabaddi is a high body contact game that results in lot of stress, fatigue and physical pain and also requires high degree of mental alertness. Navratna is an ideal brand it, since it being therapeutic ayurvedic oil providing relief from such physical pain and mental stress along with headache and sleeplessness", added Mr Harsha V Agarwal, Director, Emami Ltd.

Navratna is the market leader in the Rs 830 + cr cooling oil segment with a share of 58% and growing revenues at 12.3% CAGR in the last five years. Over the years, the brand has been endorsed by legendary actor Amitabh Bachchan, Bollywood Badshah Shah Rukh Khan, superstar Govinda, former Indian skipper Sourav Ganguly and superheroes like Junior NTR, Mahesh Babu, Chiranjeevi and Surya from down south.



About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.7000 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 250 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 4 million retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 63 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 19% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Hrithik Roshan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It has significant presence with leadership positions in some of the diversified industries such as Newsprint - **Emami Paper Mills**; India's largest newsprint manufacturer; Bio Diesel and Edible Oil - **Emami Biotech**, largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - **CRI Tips**, world's 4th largest ball point tip manufacturer; Realty - **Emami Realty**, a leading real estate company; Healthcare - **AMRI Hospitals**, Eastern India's largest chain of hospitals; Retail - **Frank Ross** and **Starmark**, largest pharmacy chain & leisure stores in the East and Contemporary Art - **Emami Chisel Art**. It also has presence in Solar Power. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

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

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