



Emami's combo offer of hair and skincare guide to this festive season

Kolkata, September 9, 2014: The festival season is just round the corner and it's time to roll up your sleeves to get that festive glow on your skin and hair. Prep up your hair for days of mayhem with Emami 7 Oils in One damage control hair oil. Stash in BoroPlus Anti-pollution Face Wash in your clutch bags for a quick-fix before you hit the roads for some festive revelry.

Emami 7 Oils in One damage control hair oil:

Be it pandal-hopping at Durgapuja or dancing to the beats of dandiya at Navratri to even burning crackers during Diwali—hair gets directly exposed to so much of pollution. Who wants to have lifeless, tousled hair on such special occasions? Give your tresses the advanced nourishment of Emami 7 Oils in One which is enriched with the power dose proteins, vitamins and minerals derived from the potent combination of almond, coconut, amla, argan, and olive, walnut and jojoba oils. The oil also has 7 herbal aushad complex, which is an amalgamation of 7 herbs namely Brahmi, Arnica, Henna, Lata Kasturi, Meethi, Bhringraj and Japa. With Emami 7 Oils in One, these oils have been blended and bottled for the first time in the form of a single regimen- a breakthrough in hair oils for total damage control of your mane—from repairing hair damage to replenishing lost nutrients

BoroPlus Anti-pollution Face Wash:

Wary of pollution that might ravage your skin this festive season? Throw caution to the winds as you go on frolicking in the festive gaiety with BoroPlus Anti-pollution Face Wash. Whatever be the make-up trend this season, it is essential to keep the skin squeaky clean from the effect of the harsh pollutants. Every day pollution (grime, dust, smoke, fumes, air, water, sun) damages the skin, robbing it off its vitality, and radiance, disturbing its moisture and PH level and resulting in dry, lifeless and acne prone skin. The BoroPlus Anti- Pollution Daily Face Wash Range empowered by the anti oxidant properties of exotic ingredients like Grapes and Green Tea and the technology of Nature Shield Complex™ will fight off the ill effects of pollution not only through deep skin cleansing but also by penetrating into the deep layers of the skin thus repairing the damage- so that the skin's moisture gets balanced and the radiance and health get restored.

Hot pick: Take home a 100 ml container of your favourite Emami 7 Oils in One damage control hair oil and get a complimentary 15ml BoroPlus Anti-pollution Face Wash worth Rs. 20 (*Offer valid till stocks last)

**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 260 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.

For further information, please contact:**Emami Group**

MahaswetaSen
General Manager – Corporate Communications
Hand Phone: +919836292392
Pritha Roy Chakrabarti
Hand Phone: +91 9903994787

Perfect Relations

SatyakiDasgupta
Hand Phone: +919836089817
PriyankaGautam
Hand Phone: +919830615322