



EMAMI LIMITED INSTITUTES ZANDU INTERNATIONAL AWARD

- *Takes lead in recognising best of research in Natural products and Medicinal plants on a global scale*
- *Prof. Ikhlas Khan from University of Mississippi awarded with the honour*

Kolkata, February, 2015: Emami Limited, one of the front running Indian FMCG players, enjoying a strong presence in personal care and healthcare products, has instituted **Zandu International Award** to recognise path breaking research on natural products and medicinal plants by any distinguished researcher from the Indian diaspora.

On its maiden year, **Zandu International Award** is being awarded to **Prof Ikhlas Khan, Director of FDA Centre of Excellence, Research Professor**, National Center for Natural Products Research, Research Institute of Pharmaceutical Sciences and Professor in Pharmacognosy, **University of Mississippi, USA**. A leading name in the field of research on natural products, Prof. Ikhlas Khan's primary research interests include analytical fingerprinting for standardization of herbal products and bio-analytical approaches to improvement of product quality and safety.

Speaking on this occasion, **Mr. Harsha V. Agarwal, Director, Emami Limited** said that, "Zandu , a century old brand, is committed to the philosophy of healthy living in a natural way based on the scientific research of natural products. With the institution of Zandu International Award, Zandu has taken a lead in acknowledging and promoting best of researches in the field of natural and herbal products globally. We hope that recognising exemplary efforts in this area would act as an encouragement for further advanced research in the area of natural and herbal products"

Dr. C.K. Katiyar, CEO- Technical, Healthcare, Emami Limited said that, "Through Zandu International Award, Zandu as a brand is aiming to recognize and encourage the best of research in natural products and herbs on a global basis irrespective of their origin including Ayurveda as well as the Traditional Chinese medicine (TCM) or the ones originating from Europe etc. Such expanse of the domain holds the potential of greater international collaboration in the field of natural products and medicinal plants that would prove beneficial to the betterment of the entire human race."



Emami Limited has instituted this award in partnership with the Pune based Indian Association for the Study of Traditional Asian Medicine (**IASTAM**), a premium institute in the field of research on natural products and medicinal plants.

Nominated by a **3 member committee** represented by Ayurveda experts from **Zandu and IASTAM** and finally selected by an **11 member Main Committee of IASTAM**, Prof Ikhlas Khan has been awarded the Zandu International Award recently at the IASTAM Conference, held at the Gujarat Ayurveda University, Jamnagar.

On being awarded with **Zandu International Award**, **Prof Ikhlas Khan** commented that, " I am very proud to receive the Zandu International Award from India, the land of Ayurveda. Zandu is an age-old heritage brand which is committed to the scientific research of herbal and natural products for centuries. Recognition of such high standard on behalf of a brand like Zandu will be highly helpful in paving a broader horizon for further focussed and dedicated research in the field of natural products and medicinal plants."

Along with the Zandu International Award, Emami Limited has also initiated a platform of recognition at the national level and has started the **Zandu Award for Best Research on Medicinal Plants in India** in association with the Society for Ethnopharmacology, the Indian Chapter of UK based International Society for Ethnopharmacology. Entries on notable and extraordinary research works on medicinal plants from across the country have been invited to participate. This award has been given away at a Conference at Nagpur very recently.

Emami Limited, the Rs 1821 cr FMCG major acquired a major stake in the 100 year old Zandu Pharmaceuticals Works Ltd in 2008 with an investment of approx Rs 730 cr. Post the acquisition of Zandu Pharmaceuticals, some of its prominent brands like Zandu Balm, Zandu Chyawanprash, Zandu Kesri Jeevan, Zandu Pancharishta, Sudarshan and Nityam Churna also came under Emami's basket of brands. The FMCG business of Zandu was merged into Emami in 2009.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.10,000 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 SonaChandiChyawanprash and new brands like 'HE' Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The products from Emami are available in 40 lakh 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, Bipasha Basu, Kangana Ranaut, Sonakshi Sinha, Hrithik Roshan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It has significant presence with leadership positions in diversified industries such as Paper - 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.emamilttd.in and www.zanduayurveda.com for further information.

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