



Emami introduces ‘BoroPlus Ice Prickly Heat Powder’ this summer with a brand new look offering dual benefits of prickly heat relief and icy cool protection.

- Fortified with skin-loving ingredients and antiseptic properties, it will provide dual benefits of healing and cooling
- New, smart packaging with a unique shape introduced for the season
- Ahead of summer, BoroPlus Ice promises *“Garmi ki problems gone..Masti mazaa on”*

Kolkata, March, 2015: With the advent of summer, **Emami Ltd**, one of the leading FMCG majors in India re-introduces BoroPlus Prickly Heat Powder with a brand new look for the season. BoroPlus Prickly Heat Powder is a multipurpose solution providing dual benefits of relief and icy cool protection from summer skin problems.

As the 3rd largest player in the prickly heat powder category, **BoroPlus Ice Prickly Heat Powder** is fortified with natural goodness of skin loving herbs which give instant icy feel while the antiseptic properties of ingredients like Neem and Tulsi eliminate skin problems that are most notable during summer e.g. sweatiness, inflammation, rashes, prickly heat etc. The powder is mild and gentle on the skin and provides eight benefits for total results viz. relief from prickly heat, protection from summer rashes, absorption of sweat to keep the skin dry, soothing of irritated skin, relief from skin infection, cooling and calming effects on the skin, relief from skin inflammation and offering of anti-septic action.

Speaking on the occasion of the launch **Priti Sureka, Director, Emami Ltd.** said, “Our R & D team has focused on providing dual benefits of cooling comfort and tackling skin irritation problems that is so common during harsh Indian summers. Besides providing an antiseptic shield against the harsh weather conditions, the product formulations of BoroPlus Ice Prickly Heat Powder also offers lingering icy cool touch that keeps one fresh and vibrantly cool, a perfect combination for summer seasons. We have also introduced a new unique packaging for this season which will set apart the product from others”

The new TVC of BoroPlus Ice Prickly Heat Powder would go on air soon and the campaign would be supplemented by a formidable BTL approach with in-shop activities, window displays, POP displays, and danglers etc. to connect nationally along with Print and Outdoor promotions.



The product will be made available in 150gms, 90gms and 50gms SKU's, priced at Rs.75, Rs.50 and Rs.30/-.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.10, 000cr 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 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, and 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 Agrotech (Formerly Emami Biotech Ltd), 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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