



NAVRATNA TO ADD FRESH SIZZLE THIS SUMMER WITH BOLLYWOOD ACTOR-SINGER SHRUTI HAASAN

- Shruti to promote a new variant of Navratna Cool Talc – *Orangy Blast*
- To Join the Navratna Endorsers' club along with Amitabh Bachchan, Shah Rukh Khan and Jr. NTR

Kolkata, 27th April, 2015 : Emami Limited, the Indian FMCG major has roped in Bollywood actor and singer **Shruti Haasan** for its brand Navratna Cool Talc. With this association, Shruti becomes the new female celeb to come on board for brand Navratna which is currently endorsed by Amitabh Bachchan, Shah Rukh Khan and Jr. NTR.



The *Ramaiya Vastavaiya* girl is going to show her *Tevar* for a brand new variant of Navratna Cool Talc. Named as "*Orangy Blast*". Navratna brings in the freshness of fruits in body talc by introducing the tangy freshness of oranges where floral fragrances dominate the category. Shah Rukh Khan continues to be the brand endorser for Navratna Cool Talc.

Speaking on this occasion, **Mr. Harsha V. Agarwal**, **Director, Emami Limited** said that, "Fragrance in talc plays a significant role in the consumer space besides the product efficacy. Our extensive researches reveal that consumers are keen to try new and fresh fragrances in their talc. We feel that orange with its citrusy fragrance gives strong connotations of freshness. With a strong cinematic legacy, our new brand ambassador Shruti Haasan, a fresh and versatile talent in the world of Indian movies is a perfect brand-fit whose appeal cuts across all geographies and age groups."

The all new **Navratna Cool Talc – *Orangy Blast*** will offer cooling relief from the sweltering Indian summers and give a tangy freshness of oranges. Packed in a bright orange & white pack, this talc is going to be the ultimate choice of the whole family to beat the hot and sultry summer days.

Shruti Haasan, the brand ambassador for Navratna Cool Talc – *Orangy Blast* said, "Navratna from the house of Emami Limited is a very well established and popular brand and I am proud to be associated with it. Navratna Cool Talc has been giving us respite from the heat and discomfort of the Indian summers for the past many years. With this new



orangy flavour, Navratna Cool Talc is going to make summers more fresh and vibrant while giving relief from the seasonal woes.”

The new campaign is going to have a Pan-India launch in April. The TVC featuring Shruti Haasan has been developed by Cutting Edge Productions and directed by Avinash K. Apart from airing the TVC in all major Hindi GEC channels, a comprehensive communication campaign would be done through press ads and other BTL initiatives.

Navratna Cool Talc - *Orangy Blast* will be available in 100 gm pack at Rs.60/-.

Navratna Cool Talc, the Rs 100+cr brand is the market leader amongst the cool talc players. The brand has been growing at a CAGR of 21% for the last 5 years. The Rs.600 cr Navratna brand portfolio comprises Navratna Oil, Navratna Extra Thanda Oil and Navratna Cool Talc.



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 260 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 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 celebrities like legendary actor Amitabh Bachchan, Madhuri Dikshit, Shah Rukh Khan, Kareena Kapoor Khan, Hrithik Roshan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Kangana Ranaut, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group, a diversified business conglomerate with over 20,000 employees also 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 known as 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 :

Mahasweta Sen

General Manager – Corporate Communications

Emami Group

Mobile : +919836292392 | Email: Mahasweta.sen@emamigroup.com