



BOROPLUS PRESENTS THE BIGGEST CASTING COUP OF THE YEAR

Gets AMITABH BACHCHAN & KANGANA RANAUT

To be paired for the **FIRST TIME** for a new
RAJKUMAR HIRANI Blockbuster Production

Kolkata, 16th September, 2015: This is a casting coup of many firsts but all happening at one time – a celluloid story that will unfurl a box full of surprises:

- A never-seen-before pairing of the legendary actor **Amitabh Bachchan** and the super talented **Kangana Ranaut** sharing screen space together for the very **first time**
- **Amitabh Bachchan** to appear for the **first time** in a **Rajkumar Hirani** Productions
- **Kangana Ranaut** also is cast for the **first time** by **Rajkumar Hirani** Productions

Stringing these pearls together, this unique casting coup has been orchestrated by none other than **BoroPlus Antiseptic Cream, a power brand from the house of Emami Limited, a major FMCG player in India**, for its brand new TVC. Produced by **Rajkumar Hirani Productions** and directed by **Karan Narwekar**, the TVC is slated to hit the air in the month of October, this year.

Speaking on the occasion, **Ms. Priti Sureka, Director, Emami Limited** said, “The new BoroPlus Antiseptic Cream TVC aims to capture one of the biggest talent pools that Bollywood can offer at this point of time and create a classic. With the star power of the versatile & legendary actor Amitabh Bachchan and the accomplished actor of the ‘Queen’ fame Kangana Ranaut put together under the banner of the talented Raj Kumar Hirani Productions, we are confident that we have a winner with us. A very strong performance by both the actors in the new TVC, has the potential of reinforcing our consumers’ confidence to a greater height for the brand. We are confident that the storyline of the ad film will resonate with every movie lovers irrespective of their age.”



The Rs. 400+ crore Boroplus portfolio currently comprises brands-for-all-seasons: **BoroPlus Antiseptic Cream, BoroPlus Total results Moisturizing Lotion and BoroPlus Prickly Heat Powder.** BoroPlus is India's No.1 antiseptic cream and is also the highest selling antiseptic cream in Ukraine, Russia and Nepal. Over the years, the brand BoroPlus has been endorsed by biggest celebrity names like **Amitabh Bachchan, Kangana Ranaut, Kareena Kapoor Khan, Sonakshi Sinha and Bipasha Basu.**

About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. Every second, over 100 pieces of Emami products are sold somewhere in India or world.

With over 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 company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The Company also acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. In June 2015 Emami Ltd acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. The products from Emami are available in over 4 million retail outlets across India through its network of 2800 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 17% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

Emami Ltd is the flagship Company of the diversified Emami Group.

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