



Fair and Handsome partners FC Pune City as Lead Sponsor for ISL 2015

- **Becomes first Men's Grooming Brand to be the lead sponsor of an ISL Team**
- **Only celebrity brand endorsed by ISL owners to come on board as a team's lead sponsor**

Kolkata, October 5, 2015: Fair and Handsome, a leading power brand of Emami Limited has come on board as the **lead sponsor of FC Pune City team** of the Indian Super League. **FC Pune City team is co-owned by Hrithik Roshan, who is also the Brand Ambassador of Fair and Handsome.** The Brand becomes the first and only men's grooming brand to be associated as a team lead sponsor for the 2015 Indian Super League season.

The association includes a complete Brand integration plan during the tournament that includes Fair and Handsome's presence on the home and away jerseys, strong on-ground visibility, Digital and social media presence and more. The Brand will also run a Digital engagement campaign #PlayHandsome, to engage the youth, and leverage the association.

The head coach of FC Pune City, David Platt, will pick the "Fair And Handsome Most Handsome Player of the week" and the brand will be carrying out in-stadia activations for the fans. The VVIP stands in Pune stadium would also be named as "Fair and Handsome VVIP stand A and stand B".

Fair and Handsome, launched in 2005, is a pioneer in the Men's Fairness space and continues to be the Market Leader. This is the first time, Fair and Handsome has ventured into sports sponsorship and the association with FC Pune City gives the Brand access to Indian Super League viewers on television and online in India and abroad.

Talking about the association, **Mohan Goenka, Director, Emami Limited** said, "We are happy to partner FC Pune City for the ISL Season. This partnership will strengthen Fair and Handsome's connect with the youth across the country through the upcoming sport of football. Hrithik Roshan, the face of FC Pune City, is Fair and Handsome's Brand Ambassador. This partnership seamlessly builds on Fair and Handsome's association with Hrithik."

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FC Pune City CEO, Gaurav Modwel, said: *“We are very glad to have Fair and Handsome as our lead sponsor. The youth population of Pune relates to the club and its partners ethos, therefore, this is a vital partnership for Fair And Handsome. Their global reach resonates with our team that also has a global appeal with strong Indian roots.”*

Exceed Entertainment, Mumbai based celebrity and sports management agency that represents Hrithik Roshan and other Bollywood celebrities were involved in securing and structuring the sponsorship deal between Fair and Handsome and FC Pune city.

About FC Pune City:

FC Pune City is an Indian Super League football club based out of Pune, Maharashtra. The club is co-owned by The Rajesh Wadhawan Group and Bollywood superstar Hrithik Roshan. FC Pune City has a technical partnership with Italian football side ACF Fiorentina. The club was founded in 2014 and its home ground is the Shree Shiv Chhatrapati Sports Complex in Balewadi, Pune. The club is committed to making a difference not just at the senior level but also at the grassroots level of football in India.

The club has signed former Fiorentina and Chelsea striker Adrian Mutu as the marquee player, with Didier Zokora, Yendrick Ruiz, Kalu Uche, Wesley Verhoek, Nicky Shorey, Steve Simonsen, James Bailey, Diego Colotto and Roger Johnson as the other overseas players. The squad consists of India's midfield maestro Eugeneson Lyngdoh, Gouramangi Singh, Jackiechand Singh, Lenny Rodrigues, Manish Maithani, Israil Gurung, Pritam Kotal, Dharmaraj Ramanan, Arindham Bhattacharya, Lalit Thapa, Gurjinder Kumar, Fanai Lalrempuia, Bikash Jairu, Susanth Mathew and Govin Singh

Ex- Manchester City and England international David Platt is the head coach of the club and will be assisted by Renedy Singh. Massimo Battara, from Italy, is the goalkeeping coach, Niall Clark the fitness coach, and Matt Radcliffe, the team's physiotherapist, are from England.

About Fair and Handsome:

The Fair and Handsome Brand Portfolio currently comprises Fair and Handsome Fairness Cream and Fair and Handsome Instant Fairness Face Wash. Launched in 2005, Fair and Handsome Fairness cream is the first fairness cream for men in India. With a market share touching 63%, it is the Market Leader. Fair and Handsome Instant Fairness Face Wash is the first extension from the portfolio and was launched in March 2014.

Fair and Handsome is one of the leading power brands of Emami Limited. Emami Ltd., founded in 1974 is the flagship company of the diversified Emami Group and is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

Please visit www.emamltd.in and www.zanduayurveda.com for further information.

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