



EMAMI INTRODUCES 'BOROPLUS COCOA SOFT MOISTURISING LOTION' THIS WINTER WITH BOLLYWOOD ACTOR PARINEETI CHOPRA

- Fortified with the goodness of natural ingredients the lotion renders tenderness of smooth chocolate -
- Parineeti promotes this new variant and joins the BoroPlus gang along with Amitabh Bachchan & Kangana Ranaut

Kolkata, November 23, 2015: Emami Limited, the Indian FMCG major has roped in Bollywood actor Parineeti Chopra to endorse its new variant of skincare products - BoroPlus Cocoa Soft Moisturising Lotion. Parineeti is the latest entrant to the Emami endorsers' club and becomes the face for brand BoroPlus which boasts an ensemble star power like Amitabh Bachchan & Kangana Ranaut.

Christened '**BoroPlus Cocoa Soft Moisturising Lotion**', the new variant of the BoroPlus range of skincare products is developed by Ayurvedic and International Skin Experts and packs in the goodness of natural ingredients. With the richest skin care ingredients, the lotion infuses deep moisture into the skin for super smooth, super soft and glowing skin

Speaking on this occasion, **Ms. Priti Sureka, Director, Emami Ltd** said, *"Moisturising lotion is a cluttered INR 1500 crore plus category buzzing with many players. It is important to generate a top-of-the-mind recall. With a National Film Award in her kitty, our new brand ambassador Parineeti Chopra, is a perfect brand-fit who possesses a universal appeal for all. Our extensive researches reveal that consumers are keen to try this new cocoa variant teamed with natural ingredients in their lotion. The soft and rich feel of a lotion during winters plays a significant role in the consumer mind space besides the product efficacy."*

The all new **BoroPlus Cocoa Soft Moisturising Lotion** provides 7x more moisturization compared to other regular variants available in the market. Targeting young women between the age group of 20-30, the lotion promises to provide a superior & luxurious level of smoothness to beat the winter dryness.

Parineeti Chopra, the brand ambassador for BoroPlus Cocoa Soft Moisturising Lotion said, *"BoroPlus is not only a very popular brand, but an ideal companion during winter to beat the harsh effects of the dry weather. The brand has a clear focus on rejuvenating dull & dry skin and restoring its lost sheen. One of the many professional hazards faced by me is exposure to harsh weather conditions I face and I am happy to be associated with a brand like BoroPlus Cocoa Soft Moisturising Lotion that makes my skin feel sensuous and luxurious with its rich feel and natural ingredients."*





The new ad film will be run in cinema halls with blockbuster movies. The ad film will also be promoted digitally. The film is going to be rolled out primarily in UP, Maharashtra, NCR, West Bengal, Madhya Pradesh, Gujarat and Karnataka. The film featuring Parineeti Chopra have been developed by **Purple Picture** and **directed by Narayan Shi**.

Boroplus Cocoa Soft Moisturising Lotion will be available in 100ml pack at Rs 85/-.

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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