



Emami smells growth in light hair oil segment, launches *Emami 7 Oils in One* damage control hair oil with Yami Gautam

- Ropes in new-age icon Yami Gautam as brand endorser
- Aims for the pole position in a fragmented market with seven value added oils proposition
- Collaborates with International hair expert Tony Pearce & Indian hair expert/specialists for R&D
- Delivers total damage repair for the first time with its blend of seven oils

Kolkata 22nd April 2014: Emami Ltd, the Rs. 1700 crore homegrown FMCG major in India has entered the buoyant light hair oils segment with the launch of its **Emami 7 Oils in One**. Actress Yami Gautam has been roped in as brand ambassador for her wide popularity across urban and semi-urban demographics. Developed in collaboration with **International hair expert Tony Pearce & Indian hair expert/specialists**, the oil will offer an expert formulation for damage repair and give superior nourishment.

On the occasion of this announcement, **Ms. Priti A. Sureka, Director, Emami Limited** said, “Light hair oil is an animated territory clocking a consistent 12.8% growth in an otherwise saturated Rs. 8,000 crore hair oil category. Young consumers are opting for the value added propositions of light hair oils with traditional hair oils facing consumer headwinds. **Emami 7 Oils in One** aims to gain a firm foothold in the growing and yet fragmented segment of light hair oils by establishing itself as the dominant player in the next few years. Yami Gautam represents the contemporary, modern woman with evolving needs and hence complements the brand image.”

“Deciding to get on board with Emami 7 Oils in One didn’t take much contemplation. Long and lustrous hair is what we all dream of having. But for years we have failed to fight hair damage. And despite all attempts to restore the health of your hair, you are left with hair that feels dry, lifeless and damaged. My hair is exposed to so much styling chemicals during shooting that at the end of the day when I stand in front of the mirror it is all tousled and frizzy. That’s when I questioned myself, *when the damage is so much, is one oil enough? Certainly not!* I knew I needed an oil that offered the right balance of nutrients to restore the damage and get back my long, beautiful hair. And Emami 7 Oils in One does just that.”, said **Yami Gautam**.

Emami 7 Oils in One is enriched with the power dose proteins, vitamins and minerals derived from the potent combination of almond, coconut, amla, argan, and olive, walnut and jojoba oils. Besides it also has 7 herbal aushad complex, which is an amalgamation of 7 herbs namely Brahmi, Arnica, Henna, Lata Kasturi, Meethi, Bhringraj and Japa. Since time immemorial, these oils have been recommended for their nourishing and reparative properties. With Emami 7 Oils in One, these oils have been blended and bottled for the first time in the form of a single regimen for total damage control—from repairing hair damage to replenishing lost nutrients. The combination of the benefits of all the 7 oils and 7 herbal aushad is a breakthrough in hair oils. Light yellow in colour with a pleasant fragrance, the oil can also be used for styling due to its light texture.



The pan-India rollout of the product is currently under way. The product will be available in all metros, tier I and tier II cities across the country, except in the Southern market. The launch of the new Emami 7 Oils in One would be supported by a 360 degree integrated communication. The TVC featuring Yami Gautam will go on air on and from 25th April 2014 across channels. Developed by **Scarecrow Advertising**, the TVC has been directed by internationally acclaimed ad maker **Jonathan Lennard** and produced by **Raging Bulls**. Emami 7 Oils in One will be available in 50 ml and 100 ml SKUs, priced at Rs.28/- and Rs.55/- respectively. The product will also have 3-ml trial sachet options, priced at Re.1/- each.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 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 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandiChyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, KareenaKapoor Khan, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, SainaNehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India's largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world's 4th largest ball point tip manufacturer; Retail – Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

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