



## Radiate reel-life FIRE of ‘super hero’ *KABALI* in real life with *FAIR AND HANDSOME* and win Kabali Success Party Passes

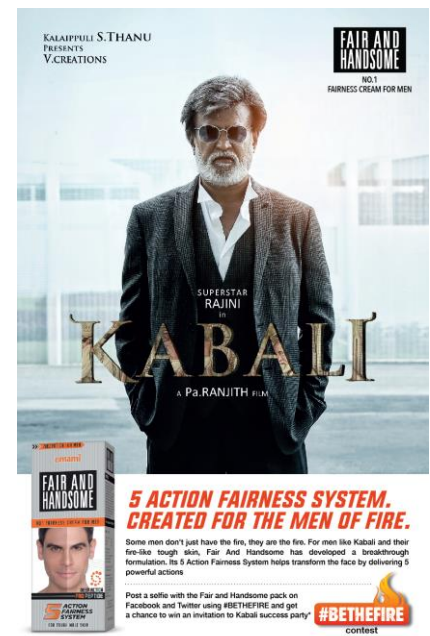
- Superstar Rajinikanth meets the World’s No. 1 Fairness Cream For Men
- Fair and Handsome aims to strengthen its connect in the South Markets through this association
- Participate in #BeTheFire contest and attend Kabali Success Party

**Kolkata, July 19 , 2016:** Fair and Handsome, the No 1 Fairness cream for men and pioneering face care innovation by **Emami Ltd**, has associated with the film *Kabali* starring South Indian Mega Star **Rajinikanth**, as a Brand Partner.

*Kabali* is the story of a don played by Rajinikanth. The character is equated with fire capturing his toughness through the word ‘Neruppu da’ (Fire). “Fire” has hence taken a strong new meaning and is a catch phrase among movie lovers and fans now with Kabali. Fair And Handsome, the Brand made specifically for men’s fire-like tough skin, has a strong creative synergy in this association, and has built on this theme, positioning itself as, “Fair and Handsome – Created for the Men of Fire.” The campaign has been designed by McCann.

Fair and Handsome, based on deep understanding of men’s skin needs, now has a breakthrough new formulation with a 5-Action Fairness System that has been developed for men, who have fire-like tough skin, to deliver 5 powerful actions: sweat absorption, oil control, sun protection, dark spot reduction and long lasting fairness.

Speaking on the association, **Mr. Mohan Goenka, Director, Emami Ltd** said, “We pioneered the men’s fairness cream category for the Indian market in 2005. It is targeted towards young men, who are in the process of transition both personally and professionally and are ready to step out and face the world boldly like Fire. This is akin to Rajinikanth, the biggest superstar, who moves with uber toughness and confidence in the film *Kabali*. For Fair and Handsome, a leader and pioneer, associating with Super Star Rajinikanth, a leader and pioneer, is a natural fit. *Kabali* is the most anticipated movie of the year. Through this association we aspire to capture the cultural relevance of the Southern markets to reinforce and strengthen the brand’s strong foundation in the region and reinforce it as a leading brand with the core values of toughness, aspiration and stature.”





Fair and Handsome Fairness Cream's association with *Kabali* would be supported by a 360 degree integrated co-branded communication through an assorted mix of television, print and digital channels, along with Retail and special E-commerce campaigns. To further increase the brand's engagement with the audience, a new **#BeTheFire contest** has been launched, where **50 winners get an exclusive chance to attend Kabali's success meet**. Consumers just need to buy any Fair and Handsome pack, click a selfie with it and post it on their own Facebook page or Twitter handle with the tag **#BeTheFire**. 50 lucky winners would be entitled to exclusive passes for Kabali's Success Party.

Fair and Handsome is the strong market leader in the men's fairness cream with 65% of market share by volume. Fair and Handsome Instant Fairness face wash, another brand extension that was launched in early 2014, is today one of the leading face wash Brands in the men's face wash category.

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**About Emami Group:**

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.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. In 2015, Emami Ltd 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. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 16% 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, HrithikRoshan, Kareena Kapoor Khan, KanganaRanaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, SainaNehwal, Sushil Kumar, SaniaMirza among others.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit [www.emamltd.in](http://www.emamltd.in) for further information.

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