



## Emami introduces India's first waterless face wash with 'HE On The Go' Launches #HEOnTheGo, #Waterless campaign

- 'HE On The Go' waterless face wash marks a milestone in men's grooming segment in India
- Reaffirms Emami's innovation excellence

**Kolkata, 12th April, 2017** – Emami Ltd., the FMCG major, known for offering innovative products, has launched 'HE On The Go' Waterless Face Wash under the male grooming brand 'HE'. 'HE On The Go' is the country's first waterless facewash, developed by Emami based on its keen consumer insight and the penchant for offering effective & clutter breaking products.

To mark this launch, **Emami** along with **WATConsult** - part of the Dentsu Aegis Network, has launched a digital campaigns, **#HEOnTheGo, #Waterless** for its latest product 'HE On The Go' Waterless FaceWash to reach out to the young netizens of the nation.

Conventionally, using a facewash requires water for cleansing. But what does one do to clean the face where water is not available, especially when one is on the move? HE has come up with the perfect solution with "HE On The Go Waterless Facewash". **HE Face wash is the first of its kind 'waterless' face wash that offers cleansing on the go and helps one to present a groomed look anytime, anywhere.**



With this innovation, HE (Advanced Grooming) offers a differentiated product, creating a new niche within the emerging face wash category. With aloe vera and minerals from marine extracts, the product offers ease of use and convenience, making the user look cleaner, fresher and brighter - anytime, anywhere.

Speaking on the launch & the new campaign, **Mr Harsha V Agarwal, Director, Emami Ltd** said "We are very excited with the introduction of 'HE On The Go' Waterless Face Wash, a first in India, from our male grooming brand 'HE'. We are confident that today's alpha male, who are constantly on the move, will find this innovative face wash extremely convenient and refreshing. The product has all the attributes to become a constant companion to every Indian man."

To create intrigue amongst its target audience, HE released "**The Flying Basin**" teaser video **early this month**. The video promoted the idea of a possibility of cleansing one's face while 'on the go'. The video showed people booking flying basins through an app to wash their face whenever water was not easily available to them. The concept video generated intrigue and interest among consumers and received 2.4 million views and 4300+ shares within first 4



days of it going live. The video made the consumers wonder about whether such a concept could be a reality.

Flying Basin video - <https://www.youtube.com/watch?v=b5CB6mjH6Do>

The **'flying basin' campaign** was followed by the launch of, **'HE On The Go' Waterless face wash**, through an innovative on ground event featuring **India's first Waterless Booth** in Mumbai where people could wash their face on the go. The booth was integrated with Twitter wherein once consumers pressed the button to dispense the Face Wash, an automated tweet was sent from the brand's handle stating the number of users who have washed their faces using ZERO water. This activity was encapsulated in a video where consumers shared their feedback on the product.

Launch video link - <https://m.youtube.com/watch?v=b7auDX-j45Y>

**HE On The Go Waterless Face Wash** would be available across Indian metros in various sku sizes such as 50gm and 20 gm packs, priced at Rs.85/- and Rs.35/- respectively.

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### **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. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company 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 15% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

Please visit [www.emamiltl.in](http://www.emamiltl.in) for further information.

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