



Emami launches ammonia-free Diamond Shine Luxury Crème Hair Colour nationally

~Colour lasts twice as long~

~Enriched with Diamond Serum and 11 Ayurvedic Herbs & Conditioners, that give the hair amazing shine & superior softness~

Kolkata, September, 2017: - Following a successful test launch in West Bengal, Emami Limited launches its all new **Emami Diamond Shine Luxury Crème Hair Colour in the national market.** Glamorous Bollywood Diva, Shilpa Shetty has been roped in to endorse the brand.

Hair Colour is primarily used by consumers for grey coverage or a style makeover. Consumers are thus always on the lookout for hair colours which last longer and reduce the need for frequent 'touch up' applications.

Speaking on the occasion, **Ms. Priti Sureka, Director, Emami Limited** said "Crème Hair Colour is a sunshine category in the FMCG space. Women today are looking beyond grey hair coverage – they don't just want to look young, but also feel young and confident. They want to make a statement, want to stand up and be noticed. Unfortunately, most available hair colours don't last beyond a couple of weeks, forcing frequent applications. Users feel hassled and it pinches their pockets. To plug this need gap, we have launched **Emami**



Diamond Shine, a technologically superior product created by renowned international and Indian hair colour experts with 11 ayurvedic herbs and diamond serum. It gives **colour that lasts 2X longer**, superior shade delivery, softness & shine, and comes at a price similar to what users pay for their regular hair colour."

Emami Diamond Shine Luxury Crème Hair Colour is ammonia-free, offers 100% grey coverage. Aloe vera conditioners keep hair soft and protect it from damage.

Emami Diamond Shine Luxury Crème Hair Colour will be launched in Northern, Western and Eastern regions of India. It will be available in **5 shades – 1.0 Natural Black, 3.0 Dark Brown, 3.66 Cherry Red, 4.0 Natural Brown & 4.16 Burgundy**, in a sachet pack priced at Rs. 30/-. Each sachet contains 20g colorant and 20ml developer.



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.

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 4.3 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% 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, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, KanganaRanaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamilttd.in for further information.

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