

News monitored for: Emami Group

## Emami unveils iconic German brand Creme 21

TIMES NEWS NETWORK

**Kolkata:** Emami, one of the leading Personal and Healthcare FMCG companies in India, has introduced German Skincare brand Creme 21 into Indian markets. Creme 21 was acquired by Emami in January, 2019.

According to the company, the brand has been available worldwide across 20+ countries for over 50 years. Harsha V Agarwal, Director, Emami Ltd said, "Creme 21's clutter-breaking bright orange packaging and revolutionary advertising campaigns had been an instant consumer hit from the beginning of the brand's journey. We believe that Creme 21 would attract the modern Indian wo-

### SKINCARE BIZ

man who is looking for world class products to stay youthful."

In the first phase, Emami will introduce Creme 21 skin creams and lotions in India. "We have plans to expand the brand offering to new categories in the future. All Creme 21 products will continue to be manufactured in Germany. We will be primarily leveraging our distribution strength in modern trade and e-commerce for the Creme 21 India launch."

Founded by Henkel in the 70s, Creme 21 was acquired by a German businesswoman Antje J Willems Stickel in 2003 who again revived and re-founded Creme 21, GmbH in 2013 to expand its export business.