

News monitored for: Emami Group

### Emami launches non-sticky antiseptic cream BoroPlus Soft



Emami Limited, one of India's fastest growing FMCG companies, launches India's 1st Non-Sticky Antiseptic Cream – BoroPlus Soft Ayurvedic Antiseptic Cream. Bollywood actor, Nushratt Bharuccha, known for her successful role as the female lead in films like Pyaar Ka Punchnama 2, Sonu Ke Titu Ki Sweety, has been roped in as the face of the new brand. Targeting the millennials & zillennials who are on the lookout for a light & soft textured face cream that has healing properties offering optimum moisturization

without any oily feel, BoroPlus Soft brings the perfect combination of a non-sticky, non-oily formula that offers fast absorption within 10 secs.