



EMAMI'S NAVRATNA OIL PARTNERS WITH POPULAR ASSAMESE SINGER NILOTPAL BORA FOR A MULTI-CITY 'BIHU TRIP'

Assam, April 2023 : Navratna, the cool ayurvedic therapeutic oil from the house of **Emami Ltd** associates with popular Assamese singer **Nilotpai Bora** for a multi-city '**Bihu Trip**' across the state of Assam over the months of April and May this year.

Rongali Bihu, one of the most important cultural festivals in Assam, marks the beginning of the Assamese New Year and is characterized by vibrant celebrations, cultural performances, and community gatherings. To mark this celebratory season, Assamese singer Nilotpai Bora in association with Navratna Oil has been staging a multi-city performance at around 15 locations across Guwahati, Tezpur, Jorhat, Dibrugarh, Majuli, Sivsagar, Bogaigaon, Nagaon and many more.

Speaking about the partnership, **Mr. Kaushik Vedula, AVP – Marketing, Emami Limited** said, "We all know that *Rongali Bihu is the greatest festival in Assam, marking the onset of summer season. The weeklong celebrations with music and festivities, is spoken about all across the country.*

At the end of a day, filled with hectic activities as a part of their celebrations, we want the people of Assam to consider Navratna Cooling Oil as a part of their regimen. Navratna Cooling Oil provides relief and relaxation from heat induced stress, tiredness, headaches and sleeplessness. As the people of Assam adopt it they would be able to face the summer season in a thanda thanda cool cool – stress-free way.

To convey this message in an effective way and to also be a part of these celebrations, Navratna has collaborated with Nilotpai Bora, a hugely popular music composer and singer from Assam for Bihu season celebration. We hope Navratna Cooling oil will find a place in the households of Assam and also other parts of the North East region of our country."

'Thanda Thanda Cool Cool' brand **Navratna** has been the most trusted and preferred brand in the therapeutic cooling oil segment for a very long time. It is the undisputed leader in its category – providing multi-purpose benefits to its set of satisfied and ever growing consumer base across India. Meticulously prepared from a combination of nine unique ayurvedic herbs, its everyday massage gives enjoyable cooling which provides relief from daily mental and physical stress- and its related symptoms like headache, fatigue, tension, insomnia etc. With its new campaign of "Jaadu Ki



Champi” (<https://www.youtube.com/watch?v=IT20b5ei8v4>) with Superstar Salman Khan, the brand brings magical relief this summer closer to its consumers.

About Emami Ltd

Emami: (NSE: EMAMILTD, 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 and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, the Company went on to acquire ‘Dermicool’, one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 4.9 million retail outlets across India through its network of ~2800 distributors and its global footprint spans over 60 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Late Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Akshay Kumar, Hrithik Roshan, Shahid Kapoor, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, etc over the years.

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

Please visit www.emamiltd.in for further information.

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