

News monitored for: Emami Group

Emami enters home hygiene segment, launches five 'Emasol' brand products

OUR BUREAU

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FMCG company Emami Ltd has entered the home hygiene segment with the launch of its new brand 'Emasol'. The Kolkata-based company has launched offerings in five categories sanitiser sprays, floor, bathroom, toilet cleaners and dish-wash gels.

The home hygiene segment across these categories in India is said to be a ₹4,000-crore market, with toilet cleaners being the largest, while surface sanitiser sprays are the fastest growing.

According to Mohan Goenka, Director, Emami, the



Emami's Emasol home hygiene products range

company is targeting a turnover of around ₹30 crore from the new category by the end of FY21 (over the next four months).

Brand ambassador

It has roped in cricketer Shikhar Dhawan as brand ambassador and product exten-

sions have also been planned.

"We launched a new brand Emasol since this is a category that we are entering into. None of our existing brands were a fit in here," he said. Advertisement campaigns surrounding the brand are expected to go live from the first week of December. The category is expected to turn profitable over the next few years.

The offerings, now launched in the East and North Indian markets, are expected to be launched pan-India over the next 10-15 days. They will be available across all channels: organised retail, *kiranas* and online.