

News monitored for: Emami Group

Emami Forays into Hand Sanitiser Segment

PTI

New Delhi: Kolkata-based FMCG major Emami on Thursday announced its foray into the hand sanitiser segment in the wake of coronavirus pandemic with the launch of the disinfectant under its flagship skincare brand BoroPlus. Emami has prioritised the launch of this hand sanitiser, an essential commodity in midst of the Covid-19 pandemic, ensuring maximum available production capacity to bring this product to consumers in the shortest possible time given the dire need for the same, the company said in a statement.

The BoroPlus Advanced anti-germ hand sanitiser, powered by natural antiseptic qualities of neem and tulsi, has an alcohol base of 70% and is clinically proven to kill 99.99% of illness-causing germs within seconds, Emami claimed.

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