

News monitored for: Emami Group



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One for the road
Denim brand Spykar has launched its new 'Autumn Winter 2018' collection featuring specially curated denims, graphic tees, checks shirts and more. The collection is available at leading apparel stores.



Plush feeling
Mattress brand Foam Home has introduced its 'ErgoShell' mattress designed with pressure mapping technology based on the average Indian's sleeping patterns. Price for a single bed starts from ₹22,000 and is available for sale on www.foamhome.in



MYRIAD HUES

From silverware to mattresses, from smartphones to mixer grinders, we have a range of products this week. Check them out!

For the shutterbug in you
Smartphone brand Lava has launched its new 'Z81' model, with a 'Studio Mode' that has lighting effects such as splash, stage light, vibrant, etc. Priced at ₹9,499, the product is available at all electronics stores.



All that glitters is silver
Silverware brand ArgentOr Silver has launched a range of wedding collection products comprising tableware, accessories, etc. For more information, visit www.argentorsilver.com



Just for babies
Century Mattress has introduced Beddy, an exclusive baby mattress range. The mattress offers a sanitised environment, devoid of chemicals, the company says. It is available in three variants including one with waterproof zipped cover and accessories. It can be customised to the bed.



Blend easy
Kitchen accessories brand Tefal has introduced its new 'Grind Force Easy Clean' mixer grinder comprising an easy-to-detach jar base, six leaf blades, and actions including 'cyclone booster', 'ultra smooth blending' and 'chunk killer'. Priced at ₹7,699, the product is available at leading electronics stores and online.



Leak-proof design
FMCG brand Ray Honey has launched its new unprocessed honey in one-time use sachets, which helps in carrying them while travelling. The product is available in packs of 10s and 30s at all retail stores.



Nourishment for skin
FMCG major Emami has launched its new 'BoroPlus Doodh Kesar' body lotion comprising milk and saffron that helps make skin soft and radiant. Priced at ₹85 for a 100 ml bottle, the product is available at all retail outlets.



Lighter tone
Cosmetics brand Qraa has introduced its new 'Dark Underarm Whitening Cream' that helps in removing rashes, black spots and warts from underarms. Priced at ₹200 for a 50 gm pack, the product is available at all retail stores.

