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Emami launches winter cream for men

Fairness cream category pegged at ₹2,800 crore

OUR BUREAU

Kolkata, December 14

Fair and Handsome, the leading men's grooming brand from FMCG major Emami Ltd, has launched its new winter cream, called 'Fair and Handsome Complete Winter Solution'.

According to the Kolkata-based FMCG major, the market does not at present offer any option suitable for the

tough facial skin of men. This will be the segment this new winter cream will cater to.

The fairness cream category in India is currently pegged at around ₹2,800 crore, of which the men's fairness category is approximately ₹400 crore and growing at 10 per cent in value.

Mohan Goenka, Director, Emami, pointed out that the new offering is a highly differentiated product for men's winter skincare. It is aimed at those who have varying skincare needs during the winter.

Fair and Handsome, Ema-

mi claims, is the leading brand in the men's fairness cream category and enjoys a market share of more than 60 per cent.

Ad campaign

The launch of 'Fair and Handsome Complete Winter Solution' will be supported through print and audio-visual promotions. A brand new TVC is being developed and directed by Mumbai-based ad film director Vishal Vij.

It will be followed by point of sale support nationally, except in the South.