



EMAMI LTD & WINDOWS PRODUCTION
PRESENTS THE LATEST CAMPAIGN OF ITS ICONIC BRAND
BOROPLUS ANTISEPTIC CREAM
FEATURING
Aparajita Adhya
AS THE NEW FACE FOR BANGLA

Aparajita Adhya stars as a doting mother embracing the BoroPlus mantra for her child, herself, and her entire family - ***“Amar Aachhe Or Jonno Ektu Hole O Plus”***

Kolkata, 21 December 2024: Emami Ltd, the flagship FMCG Company of the Kolkata based Rs 30,000 crore Emami Group has partnered with **Windows Production**, the renowned Bengali Production House established by the celebrated filmmaking duo – **Nandita Roy and Shiboprasad Mukherjee**. Known for their blockbuster Bengali films such as *Ramdhanu*, *Bela Seshe*, *Praktan*, *Posto*, *Haami*, *Konttho*, and their latest hit *Bohurupi*, the duo also has a rich legacy in creating impactful advertising films.

In this campaign, distinguished actor **Aparajita Adhya**, a prominent figure in the Bengali entertainment industry, essays the role of a devoted mother. Her skincare mantra for her daughter—***“Amar Aachhe Or Jonno Ektu Hole O Plus”***—perfectly encapsulates the values of warmth, care, and protection that the BoroPlus Ayurvedic Antiseptic Cream offers.

At a media meet and greet event organized by BoroPlus Ayurvedic Antiseptic Cream today in Kolkata, the new campaign specially crafted for the consumers of Bengal was officially launched in the star-studded presence of **Ms. Nandita Roy**, noted filmmaker and producer, **Mr. Shiboprasad Mukherjee**, noted actor, filmmaker and producer, **Ms. Aparajita Adhya**, renowned Bengali actor, **Ms. Zinia Sen**, screenwriter and former journalist, **Baby Ahana**, the child star in the brand film and **Ms. Avishi Sureka**, Brand Strategist, Emami Ltd. The guests shared their experiences from the brand film shoot with the attending media.

Speaking on this occasion, **Ms. Avishi Sureka, Brand Strategist, Emami Ltd** said, *“Brand Emami has deep roots in Bengal since our founders started their business journey in 1974 here from Kolkata. Bengal holds a very special place in our hearts. BoroPlus, launched in 1982, is today the leading brand in the antiseptic cream category in India. To bring the natural goodness of BoroPlus Ayurvedic Antiseptic Cream, which is a trusted solution for multiple skin issues to every corner of Bengal, we decided to collaborate with the creative brilliance of Nandita Roy and Shiboprasad Mukherjee. We believe that their immense understanding of Bengali audience and Aparajita Adhya's convincing portrayal of a loving mother and a caring homemaker will strike a deep connect with our target demographic of women aged 25-45 years across all segments. Baby Ahana's adorable presence in the film is like the cherry on the top.”*



BoroPlus Ayurvedic Antiseptic Cream

Free from harmful chemicals like Parabens, Silicones & Animal products, BoroPlus Ayurvedic Antiseptic Cream is enriched with 10 ayurvedic herbs / super herbs that heal from within to give soft, glowing & problem free skin. As a simple and safe skincare solution, BoroPlus Ayurvedic Antiseptic Cream is a multipurpose product which can be used by all the members in a family as an antiseptic cream, winter cream, night cream, moisturizer, heel repair cream and lip balm through-out the year.

BoroPlus Ayurvedic Antiseptic Cream is available in various formats, including spout sachets, tubs, tubes, with pack sizes ranging from 5 ml to 200 ml and prices starting at just INR 5 and going up to INR 350.

Besides Ayurvedic Antiseptic Cream, brand BoroPlus also offers a wide portfolio of skincare products for all year round comprising of Moisturizing Lotions and Creams, Petroleum Jelly, Aloe Vera Gel, Prickly Heat Powders and Glycerin Soaps.

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 500 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. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, 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 3200+ distributors and its global footprint spans over 70 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, Shah Rukh Khan, Salman Khan, Akshay Kumar, Hrithik Roshan, Ajay Devgn, Shahid Kapoor, Ayushmann Khurrana, Bobby Deol, Kapil Sharma, Ali Fazal, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, Vijendra Singh and many others over the years.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamiltld.in for further information.

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