



Emami Unveils Smart And Handsome: A Bold New Identity for the Future of Men's Grooming

Kartik Aaryan, becomes the new face of the brand with the promise of 'Har Roz Handsome Code'

- Emami announces the rebranding of its legacy brand Fair and Handsome after 2 decades since its launch in 2005
- The rebranding marks a pivotal step towards Smart And Handsome becoming a complete male grooming brand

January 9, 2025, Kolkata: Emami Ltd is proud to announce a fresh new identity for its iconic men's brand, **Fair And Handsome**, now rebranded as **Smart And Handsome** with **Bollywood's heartthrob Kartik Aaryan** as its new brand ambassador. This significant transformation marks a bold step forward, reflecting the brand's leadership in the male grooming market for nearly two decades and embracing the cultural shift towards more holistic grooming practices. With changing consumer preferences, today's young men are prioritizing skin health and overall wellness, and Smart And Handsome is ready to meet their evolving needs.

The new positioning statement, "**Har Roz Handsome Code**," captures the brand's commitment to providing men with grooming solutions that enhance both their confidence and personality. It is not just about looking good but feeling confident in one's skin every day. The new identity emphasizes the brand's holistic approach to male grooming—offering effective solutions for face, body, and hair care. For a seamless rebranding transition, the new packaging will prominently feature the message, "**Fair And Handsome is now Smart And Handsome**," reinforcing familiarity and trust with the consumers.

To accelerate this milestone step in the brand's journey, **Gen-Z superstar Kartik Aaryan** has been crowned as the new face of Smart And Handsome. Known for his young energy, style and charisma, Kartik embodies the brand's ethos of encouraging men to look and





feel their best every day. His association is expected to strengthen the brand's connection with its young male target audience across urban and emerging markets.

"We see a tremendous opportunity to address a broader spectrum of grooming needs for today's dynamic young men. The rebranding from Fair And Handsome to Smart And Handsome is a strategic decision driven by consumer insights that highlight a shift towards individuality, diversity, and confidence focusing on natural skin health among today's young men. Consumers are increasingly open to multiple new-age product formats and solutions that can help achieve and maintain best versions of their own skin. With exciting new product launches on the horizon and Kartik Aaryan as the new face of the brand, we are confident that this refreshed identity as Smart And Handsome as a comprehensive grooming solution will further solidify our leadership in the evolving male grooming market," said, Mr. Mohan Goenka, Vice Chairman and Wholetime Director, Emami Ltd.

Kartik Aaryan expressed his enthusiasm for the partnership: *"I'm truly excited to join the Emami family as the face of Smart And Handsome. Grooming today goes beyond appearances—it's about confidence, individuality, and self-expression. The brand's vision of holistic grooming resonates deeply with me, offering modern men effective and inclusive solutions that empower them to be their best selves. I'm looking forward to being part of this exciting journey."*

The decision to rebrand is rooted in extensive consumer research, which highlights that today's men are looking for products that address multiple grooming concerns such as hydration, oil control, and overall skin health. With India's male grooming market estimated to be around ₹18,000 crores in 2024, this shift reflects changing behaviour where men are increasingly investing in products that enhance their confidence.

The rebranding campaign, starring Kartik Aaryan, will launch in mid-January and will include television, digital, and social media activations. The refreshed packaging will act as a bridge to ensure consumer recognition and loyalty during this exciting transition.

About Smart And Handsome

Smart And Handsome is Emami's flagship male grooming brand, now redefined with a focus on holistic grooming solutions that go beyond skincare to include hair and body care. With a new identity that embodies confidence, individuality, and natural skin health, Smart And Handsome is committed to offering young men across India a grooming experience that empowers them to look and feel their best every day.

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, Kartik Aaryan, 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.emamilttd.in for further information.

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