



## **Emami Unveils its New & Refreshed Corporate Identity To Reflect Evolving Vision and Global Ambitions Group businesses to sport new distinct name styles**

**Kolkata, July 30, 2025**

Emami is excited to announce the launch of its new & refreshed corporate brand identity, a significant milestone in its evolution and completion of 50 years. The new corporate brand identity honours Emami's rich legacy deeply committed to the entrepreneurial spirit and values of the Founders, Mr RS Agarwal and Mr RS Goenka, and at the same time staying firmly attuned to the evolving needs of modern consumers embracing a new era driven by a clear vision of progression and growth.

"Our rebranding marks a pivotal step in Emami's evolution," said **Mr Harsha Vardhan Agarwal, Vice Chairman & Managing Director, Emami Limited**. "Our new core corporate identity reflects who we are today — an organization rooted in heritage but powered by innovation, diversification and a global outlook. It is a symbol of the journey we have made, and the exciting path ahead. We believe this refreshed corporate identity will strengthen our market position and foster deeper connections with our consumers and partners, as we continue to deliver high-quality, value-driven, and innovative offerings across our businesses."

The new corporate identity retains strong visual links to its former design — a deliberate decision that highlights Emami's deep-rooted heritage and values, even as it moves forward with confidence. The **iconic ellipse has gracefully evolved into a sphere**, representing the brand's expanding global footprint, adaptability and future-ready mindset. At the heart of the design, **the stylized 'e'** captures the essence of innovation and reinvention that has propelled the Organization's success over five decades, while also symbolizing the continuous growth and dynamism that define its forward-looking spirit.

The signature colour palette remains, ensuring continuity and brand recognition across Emami's diverse businesses, while simultaneously embracing a more modern, progressive aesthetic. **A refined typeface in the new wordmark** conveys confidence, boldness and adaptability — qualities that perfectly mirror Emami's vision for the future.



**This rebranding includes each of Emami's diverse businesses adopting a modern typeface and a distinctive colour derived from the new sphere, with each entity establishing a uniquely styled name and visual identity.**

The rollout of the new corporate identity is expected to be completed across Emami's business entities over the next couple of months.

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