

DERMICOOL POWDER

Enters its 3rd Consecutive Year of 'Traffic Shade' Initiative

Across 20 locations in India to provide relief from the "*Chubhti Jalti Garmi*" of this year's scorching summer heat

Partners with Kolkata Police; Distributes Co-Branded Umbrellas to Support On-Duty Traffic Personnel

Kolkata, April 23, 2026: Dermicool, one of India's leading prickly heat powder brands from the house of Emami Limited, has launched its **nationwide "Traffic Shade" initiative** at 20 locations this summer, marking the **3rd consecutive year** of this purpose-driven programme that offers relief from extreme heat conditions for bikers and daily commuters.

As temperatures across several Indian states are expected to rise significantly, with forecasts indicating an even hotter summer season in 2026, Dermicool has rolled out this Traffic Shade outreach initiative to deliver meaningful relief in real problem situations. The branded overhead shades are being installed at **20 key high-traffic locations pan-India**, particularly at traffic signals where **wait times exceed one minute**, exposing commuters to harsh sun and increasing the risk of summer-related skin discomfort.

The Dermicool Traffic Shades provide immediate respite for bikers and two-wheeler riders waiting under the blazing sun. By reducing direct sun glare, the initiative also contributes to better visibility and a safer traffic environment.

As part of this year's activation, Dermicool is conducting **free sampling across all selected locations** to help consumers experience the cooling benefits of its unique Double Power formulation of **Neem and Tulsi**.

In Kolkata, the brand has further extended its support by distributing **co-branded Dermicool umbrellas** to on-duty Kolkata Traffic Police under a special pilot collaboration, acknowledging their continuous exposure to the rising temperature.

This year's rollout spans **Andhra Pradesh, Telangana, Karnataka, Odisha, Madhya Pradesh, West Bengal, Bihar, Uttar Pradesh, Rajasthan, and Chhattisgarh**, all of which experience prolonged periods of extreme heat.

Through this initiative, Dermicool reaffirms its commitment as a purpose-led brand that goes beyond traditional advertising to deliver genuine, on-ground relief and fulfill its brand promise of providing cooling comfort during “*Chubhti Jalti Garmi.*”

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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 550 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Smart And Handsome (formerly known as Fair And 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 5.4 million retail outlets across India through its network of 3400+ 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.emamiltd.in for further information.

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