

BoroPlus Expands into Baby Care with 'FromMaa', a New Range Crafted for Today's Parents

A thoughtfully crafted range enriched with premium natural ingredients and backed by modern baby-care expertise.

Kolkata, September 8, 2026: Every baby's journey begins with a mother's touch. It is the first source of comfort, protection and reassurance, passed lovingly from one generation to the next. Inspired by this timeless bond, **BoroPlus**, the skincare brand from the house of **FMCG major Emami Limited** today announced the launch of "**BoroPlus FromMaa**", a **new baby-care range** that combines the nurturing essence of maternal care with premium natural ingredients and modern baby-care expertise.



Built around the brand thought, "**With Love, From Maa**," the range combines the warmth and reassurance associated with a mother's care with contemporary formulations developed specifically for a baby's delicate skin. The range is enriched with premium natural ingredients such as **Mamra Almonds, Kashmiri Kesar and Milk Protein**, known for their nourishing and

skincare benefits. Products in the range are **Paediatrician Approved and Dermatologist Tested**, reinforcing the brand's commitment to providing thoughtful and dependable baby-care solutions for modern parents.

The launch comes at a time when India's baby-care market estimated at over Rs 40,000 crores (Source: <https://www.mordorintelligence.com/industry-reports/india-baby-care-products-market>) is witnessing robust growth, with the category evolving rapidly as increasingly discerning parents gravitate towards premium, natural and expert-backed baby-care solutions.

Today's parents are more informed than ever before. Beyond routine care, they actively evaluate products based on ingredients, skin compatibility, expert validation and product credentials. At the same time, the emotional reassurance of a mother's care also continues to remain central to how families nurture their children. Recognising this

BoroPlus FromMaa portfolio includes:

- Baby Lotion
- Baby Cream
- Baby Soap
- Baby Shampoo
- Baby Massage Oil
- Baby Powder
- Baby Diaper Rash Cream

convergence of tradition and modern expectations, BoroPlus FromMaa seeks to offer parents the best of both worlds.

Commenting on the launch, **Ms. Priti A. Sureka, Director, Emami Limited**, said: *"The name 'FromMaa' captures a sentiment that transcends generations. Through BoroPlus FromMaa, we wanted to create a range that reflects what mothers have always stood for - care, protection and nurturing - while meeting the expectations of today's parents for quality contemporary formulations, premium natural ingredients and trusted credentials. BoroPlus has earned the trust of Indian families over decades, and with FromMaa, we are delighted to extend that legacy to the baby-care category."*



BoroPlus FromMaa will be available across leading e-commerce platforms in multiple pack sizes and formats, making premium baby care accessible to families across India.

About Emami Limited:

Emami Limited (NSE: EMAMILTD, BSE: 531162), founded in 1974, is the flagship company of the Emami Group and one of India's leading FMCG companies in the personal care and healthcare space. With a portfolio of over 1000 products, Emami's iconic brands include Navratna, BoroPlus, Zandu, Kesh King, Dermicool, Smart & Handsome, Mentho Plus, 7 Oils in One, Creme 21 among others.

The Company has consistently strengthened and diversified its portfolio through strategic acquisitions and investments across high-growth consumer segments. In addition to acquisitions such as Zandu, Kesh King, Creme 21 and Dermicool, Emami has strategically invested in a new generation of consumer brands, including The Man Company, Brillare and Alofrut, which have since become subsidiaries of the Company. Other strategic investments include IncNut, The Furball Story and TruNative, reflecting Emami's focus on identifying and nurturing emerging consumer businesses.

Emami's products reach over 5.4 million retail outlets in India through a network of 4000+ distributors, while its international presence spans 70+ countries. Known for its strong consumer connect, innovative marketing and distinctive brand-building capabilities, Emami continues to leverage its deep consumer insights, brand-building expertise and strategic investment approach to create enduring brands and new avenues for growth in India and international markets.

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