



## Summer turns healthy as Emami introduces Zandu Gluco Charge

**Kolkata 2<sup>nd</sup> April, 2012** – Emami Limited has introduced ‘Zandu Gluco Charge’ – a glucose based energy drink mix fortified with the goodness of Vitamin C. Launched in the Bengal market this Summer, Zandu Gluco Charge aims to help its consumers in beating the heat and staying healthy.

Summer is a time of heat and humidity which saps all energy and makes the body weak and dehydrated. This is a cruel season when your body becomes vulnerable to various health hazards like attacks of germs, allergens, pollution and increased levels of stress. To counter all these and more, “Zandu Gluco Charge” will not only replenish your summer with the punch of energy, but will also help provide immunity against all summer illnesses as it comes loaded with the goodness of Vitamin C. As the tagline goes, “*Energy se bharpur, Bimariyon se rakkhey duur*”, the glucose fights lethargy and rehydrates the body, while the extra goodness of Vitamin C in “Zandu Gluco Charge” provides the much needed boost to the immune system.

Speaking on the occasion of the launch of Zandu Gluco Charge, Mr. N. Krishnamohan, CEO – Sales, Supply Chain & Human Capital of Emami Ltd. said, “**Zandu, a Pioneer & trusted Leader in the most ancient science of Ayurveda, has been providing holistic care to millions of Indians across generations in various health facets. We have strived to foray into new areas of product innovation with Zandu Gluco Charge, a glucose product that will keep you fit and active by giving instant energy and also help build immunity. With the product category being approximately Rs 600 cr with an annual growth rate of 16 %, our primary target would be to reach out to all sections of the society. Since West Bengal has a very high consumption of glucose because of the extreme heat and humidity, we would first concentrate in this region before we roll out the product in other markets.**”

Vitamin C is a vital nutrient which not only helps in the growth and repair of tissues, but also forms an important protein for the growth and well being of our bones and teeth. It is also an antioxidant which guards against common cold and protects against various immune system deficiencies. Since Vitamin C is not automatically produced by the human body, it is essential to get this vital nutrient through one’s regular diet for normal growth and development. “Zandu Gluco Charge” has been developed with the extra goodness of Vitamin C. It not only recharges your energy, but also helps improve immunity against common illnesses.

Zandu Gluco Charge is available in 3 variants – **Classic**, the all time favourite **Orange** and an exciting new flavour, **Pineapple**. The packs are competitively priced at Rs 21 for a 100 gm pack and Rs 40 for a 200 gm pack respectively for the Classic variant, and Rs 26 for the 100



gm pack of Orange and Pineapple. The Company plans to introduce more innovations in the coming months.

This season, Zandu Gluco Charge from the Emami stable provides yet another opportunity to its consumers to stay healthy, fit and active in the scorching summer months.

---

**Emami:** (NSE: Emami Ltd, BSE: 531162) Founded in 1974, Emami Group is a Rs 3500 crore diversified business conglomerate. Emami occupies an enviable position in sectors such as FMCG, newsprint, private hospital, edible oil, bio-diesel, realty, ball pen tips manufacturing, contemporary art and retail chain with Frank Ross and Starmark in its fold. Emami Limited, the Rs 1300 crore flagship company of Emami Group, manufactures and markets personal care products that are based entirely on ayurvedic formulation that include trusted power brands Boroplus, Navratna, Fair and Handsome, Sona Chandi Chyawanprash, Mentho Plus, and Himani Fast Relief. Emami has footprints in 60 countries across the globe spanning over GCC, Europe, Africa, CIS countries and the SAARC. Emami Limited acquired Zandu Pharmaceutical Works Ltd comprising leading brands Zandu balm, Kesari Jeevan and Zandu Chyawanprash. Emami has been featured as one of the best 500 companies under a billion by Forbes Magazine. Emami has presence in niche categories and is the market leader in each of them. The focus is on providing the consumers with innovative, value for money products which are capable of meeting multiple needs and add value by enhancing the quality of day-to-day life. By repeatedly outperforming the industry standard, Emami Ltd has maintained a CAGR of 27% over the last few years. The biggest names in tinsel town like superstar Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor, Bipasha Basu, Kangana Ranaut, Madhuri Dixit, and Preity Zinta along with sports icons like Mahendra Singh Dhoni, Sachin Tendulkar and Virendra Sehwag are associated with Emami as brand ambassadors. Visit [www.emamigroup.com](http://www.emamigroup.com) for further information.

---

**For further inputs please contact:**

**Emami Group**

Mahasweta Sen, GM-Corporate Communications  
Mobile: +919836292392 / +919903839900

**Perfect Relations**

Vinita Singh @+919874802522  
Madhavi Chary@919163863022

---