



Emami relaunches Fast Relief with “Superfast Cheetah Formula”

Kolkata, September 19, 2012: Emami Limited, one of the front-running FMCG Companies in India, has relaunched Fast Relief, one of its power brands, in a brand new avatar. The brand has been reintroduced in the market with the new “Superfast Cheetah Formula”.

Fast Relief “Super Fast Cheetah Formula” developed by Emami’s R&D team is fortified with 11 rapid action active ingredients. It penetrates instantly deep inside the skin and gives fastest relief from backache, joint pain & sprain. It’s clinically proven to be the fastest acting ointment that reduces acute pain intensity better & provides longest lasting relief.

Speaking on this occasion, **Mr. N. Krishna Mohan, CEO – Sales, Supply Chain & Human Capital of Emami Ltd** said, “The overall category of Pain Relief Ointment is around Rs.350 Cr and growing at 6%. We expect Himani Fast Relief to double our market share in the next 2 years with a host of initiatives which includes the new formulation and communication that we have unleashed. We have reformulated and redesigned the brand targeting the young adults who lead an active lifestyle and due to their lifestyle is prone to aches & pains. This consumer segment seeks instant relief so that there is no discontinuity or impediment in their schedule. It is in congruence with this synergy of the brand that the new Fast Relief for the very first time has also roped in 5 sports legends & legendary actor Mr. Amitabh Bachchan as Brand Ambassadors under the umbrella of a single brand.”

A series of new TVCs titled “Jeeta Cheetah” showcase 5 sports icons from various disciplines of the sporting fraternity like famous Indian **Cricketer Gautam Gambhir**, Olympic medalists and world renowned sports stars like the Indian **Boxer Vijender Singh**, **Badminton** champion **Saina Nehwal**, **Boxing** legend **Mary Kom** and star **Wrestler Sushil Kumar** as brand ambassadors. Legendary actor **Amitabh Bachchan**, as a common “*sutradhaar*” will be narrating the story of converting pain to a winning moment with the power of the “Super Fast Cheetah Formula” of the new Fast Relief in all the commercials.

A new contemporary packaging with a new brand logo integrating cheetah, a head card with a cut out of a running Cheetah and 6 celeb endorsers has also been introduced to communicate the feel of speed and strength. Priced at Rs 35/- for a standard tube, the new Fast Relief



Ointment is also available in pocket friendly formats of 4ml sachets for Rs 10/- and 1.7 ml sachets for Rs 2/-.

Taking forward the Superfast Cheetah theme of the new Fast Relief, Emami has also taken a positive step towards the cause of the conservation of Cheetah which is an endangered wildlife species. As a first step, the company has already adopted 3 cheetahs in the Nehru Zoological Park, Hyderabad and is exploring possibilities of adopting all the other cheetahs available in zoos across the country. The company would be funding the zoo for upkeep & maintenance of the animals.

Emami is one of the largest players in the 1800 cr Rubefacient category with around 22% market share. Apart from Fast Relief, the two other brands in the segment are Zandu Balm and Mentho plus balm, churning a combined turnover of Rs 400 Cr last year.

Emami: (NSE: Emami Ltd, BSE: 531162) Founded in 1974, Emami Group is over Rs 4000 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 1500 crore flagship company of Emami Group, manufactures and markets personal care products that are based 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 over 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 Asia 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, Gautam Gambhir, Virender Sehwag, Mary Kom, Saina Nehwal, Vijender Singh and Sushil Kumar are associated with Emami as brand ambassadors. Visit www.emamigroup.com and www.zanduayurveda.com for further information.

For further information please contact:

Emami Ltd

Mahasweta Sen

GM-Corporate Communications

Mobile: +91 98362 92392

Pritha Roy Chakrabarti

Mobile: +9199039 94787