



EMAMI BAGS DOUBLE HONOURS FOR INNOVATIVE PACKAGING @INDIASTAR 2012 NATIONAL AWARDS

Kolkata, 1st February , 2013: Emami Limited has won the prestigious INDIASTAR 2012 National awards for Excellence in Packaging. From the highest record of 507 nominations in INDIASTAR 2012 National awards, **Himani Navratna Cool Talc in Twisted Pack** and **Bi-Colour Injection dibbi of Menthoplus Balm 1.1ml Pack** from the house of Emami Limited have been the proud recipients of the Best of the Best for INDIASTAR 2012 National Awards. The two winning brands from Emami Limited were presented with the award by Mr. Thomas L Schneider, President, World Packaging Organization at a glittering event held as a part of INDIAPACK 2013 at The Hotel Leela Mumbai on 29th January, 2013.

Himani Navratna Cool Talc revamped in its new “COOL” twisted pack with 3D effect which is visible even in 2D view has been able to mark its unique presence on this platform for innovative packaging. Along with a trendy and stylish shape, a new visual design and its sliding dispensing mechanism gives it a new dimension in its category. A 3-piece design, container/cap/slider assembly with easy one finger slider ensures ease of dispensing of product. The new dispensing mechanism also addresses the normal puffing & leakages of the product that are common in Talcum Power.

On the other hand the single piece pack of Bi-Colour Injection dibbi of **Menthoplus Pain Balm 1.1ml** pack has fine registered two colour decoration where the brand name is created with an embossed effect in a different colour on top of the base colour. This innovation was developed in “Stack Mold Technology” and bi-colour injection process. This recyclable moulded 1.1 ml pack is an alternative to a laminated sachet pack towards sustainability.

Speaking on this occasion, **Mr. R.K. Surana, President – Operations and Commercial, Emami Limited** said that, “This is a very proud occasion for us. Our endeavour has always been to provide the best of innovation in every aspect to our consumers. Getting recognition on a platform like INDIAPACK 2013 is a great honour and will encourage us to strive for more and more innovative packaging in future ahead.”

Established in 1972, INDIASTAR AWARDS, is the most popular & premier event for India's Packaging fraternity. Organized by Indian Institute of Packaging, INDIASTAR AWARDS are held in great esteem as industry recognition for innovative design & development in packaging in India. Eminent persons from various prestigious designing Institutions, Government bodies, & Industry Experts comprise the



jury of this award. INDIASTAR 2012 awardees are eligible for nomination for WORLDSTAR 2012 Awards.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.5000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3500 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 23% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India's largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world's 4th largest ball point tip manufacturer; Retail – Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

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