



BoroPlus ropes in Bollywood diva Bipasha Basu

**Adds super glam quotient to the brand portfolio with existing star endorsers
Kareena Kapoor Khan and Amitabh Bachchan**

Kolkata, September 11, 2013: India's leading FMCG major, **Emami Limited**, has roped in Bollywood actor **Bipasha Basu** for **BoroPlus**, one of the leading power brands of the Company. **The sultry diva will be endorsing a new face wash range of BoroPlus which is going to be launched soon.**

The glam quotient of the brand BoroPlus has got a major shot-in-the arm with the joining of Bipasha Basu to its brand wagon of celebrities. The brand endorsers' list already boasts of star power of legendary actor Amitabh Bachchan and Kareena Kapoor Khan.

On the occasion of this announcement, **Ms. Priti A. Sureka, Director, Emami Limited** said, *"Emami has been associated with Bipasha Basu for its Vasocare brand. Now, it is our privilege to get associated with her for another – the power brand BoroPlus. Bipasha is synonymous with beauty, glamour and talent and we feel that her personality will complement the brand image of BoroPlus. It is also a big boost for the brand to have on board two Bollywood divas Kareena & Bipasha along with the star power of the legendary actor Amitabh Bachchan."*

BoroPlus Antiseptic Cream is backed by the combined star power of **Amitabh Bachchan & Kareena Kapoor Khan**, while **Kareena** also endorses **BoroPlus Advanced Moisturizing Lotion**.

The Rs.400 crore Boroplus portfolio currently comprises brands-for-all-seasons : **BoroPlus Antiseptic Cream, BoroPlus Advanced Moisturizing Lotion** and **BoroPlus Prickly Heat Powder**. BoroPlus is India's largest selling antiseptic cream with 74% market share and is also the highest selling antiseptic cream in Ukraine, Russia and Nepal. BoroPlus Antiseptic Cream has grown at a healthy CAGR of 12% in last 3 years.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 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 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5

years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, KareenaKapoor, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, SainaNehwal, 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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