



## Kangana Ranaut promises *Total Results* with all-new **BoroPlus *Total Results* Moisturising Lotion**

**Kolkata, 5<sup>th</sup> November, 2014:** India's leading FMCG major, **Emami Limited**, has taken a relook at the competitive body lotion category, with the launch of the all-new **BoroPlus Total Results Moisturising Lotion**. The body lotion is expected to drive the winter sales and bolster the growth momentum of Rs 400 cr BoroPlus portfolio which contributes significantly to the company's overall turnover.



The company, today, announced the signing of Bollywood actor **Kangana Ranaut** for **BoroPlus Total Results Moisturising Lotion**. Kangana, the reigning *Queen* of Bollywood is a National Award Winner who has breathed life into her characters in movies like Fashion, Life in a Metro, Gangster, Krrish 3, Tanu Weds Manu. An actor with the rare combination of mass and niche appeal, she epitomizes an independent-minded modern woman and essentially a beauty with brains—a trait which resonates with the TG of the brand. **With the induction of Kangana, BoroPlus now has both her and Kareena Kapoor Khan endorsing the lotion.**

Talking about her association with the brand, **Kangana** said, *"I am thrilled to be associated with BoroPlus, an iconic brand that is synonymous with protection. Hailing from a small-town in Himachal Pradesh, I am well aware of the havoc which winters can create to one's skin. After all these years, I have finally got a body lotion which combats 8 signs of dryness effectively making the skin look luminous and glowing. BoroPlus Total Results Moisturising Lotion is now my answer to all my winter woes."*

Speaking on the occasion of the launch, **Ms. Priti A. Sureka, Director, Emami Ltd.** said, "Winter Lotion is a category on a high growth path, both in urban and rural centres, with more than 800 crore in value sales in 2013-14. The category being populated with many players, competition is cut-throat. We have reworked on the overall capability by infusing new advanced product formulations, packaging etc which will deliver heightened customer satisfaction. The all-new BoroPlus Total Results Moisturizing Lotion differentiates itself through its efficacy of treating 8 signs of dryness, thus offering *total results*. Kangana, with her rare combination of mass and niche appeal across urban and semi urban cities gels well with our brand persona and is a perfect choice as one of our brand ambassadors..."

The brand endorsers' list of brand **BoroPlus** has a legacy of star power of legendary actor **Amitabh Bachchan, Kareena Kapoor Khan, Sonakshi Sinha and Bipasha Basu**. The lotion will be available in two variants - one for all skin types (empowered with almond and milk cream) and another for extra dry skin (empowered with Grapes and Olives).

The launch of **BoroPlus Total Results Moisturising Lotion** would be supported by a 360 degree integrated communication, including digital media. Directed by White Light Moving Pictures Co.Pvt.Ltd., Mumbai, a TVC featuring Kangana Ranaut will go on air soon this month. The campaign would be supplemented by a formidable modern trade and point of sales approach to connect with customers nationally along with Print, Outdoor and Digital promotions.



The Rs.400 crore Boroplus portfolio currently comprises brands-for-all-seasons: **BoroPlus Antiseptic Cream**, **BoroPlus Anti-Pollution face wash range** and **BoroPlus Prickly Heat Powder**. BoroPlus is India's largest selling antiseptic cream with 72% 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 13% in last 3 years.

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#### **About Emami Group:**

**Emami: (NSE: Emami Ltd, BSE: 531162)**, is the flagship company of the Rs.10,000 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 260 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandiChyawanprash and new brands like 'HE' Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The products from Emami are available in 4 million retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 63 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 19% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Madhuri Dikshit, Shah Rukh Khan, Kareena Kapoor Khan, HrithikRoshan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It has significant presence with leadership positions in diversified industries such as Paper - Emami Paper Mills, India's largest newsprint manufacturer; Bio Diesel and Edible Oil - Emami Biotech, largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips, world's 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; Retail - Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. It also has presence in Solar Power. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

Please visit [www.emamiltd.in](http://www.emamiltd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information.

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