



BoroPlus gives away exotic honeymoon packages to Thailand and Goa to grand prize winning couples of BoroPlus Tattwa Contest

- **Through this contest, BoroPlus has endeavored to promote Bengal's age-old tradition of innovative tattwa making on weddings**
- **Noted fashion designer Nil hands over the awards to the winners**

Kolkata, 19th January, 2015: Noted fashion designer Nil of the famed Dev R Nil duo brought the curtains down to the one-month long **BoroPlus Tattwa contest** organized by Emami Limited with the awarding of honeymoon packages for **Thailand and Goa** to the grand prize winning couples.

Winter being the ordained season for Bengali weddings, the one month long **BoroPlus Tattwa contest** invited couples or anyone of the two to share photos of their tattwa (assortment of gifts and wedding trousseau exchanged between the bride and groom's families) on the brand's microsite. During the course of the contest, weekly winners shortlisted from the entries were gratified with BoroPlus gift hampers. On the final week, names of grand prize winners, chosen out of the weekly winners were declared.

Sagnik and Priyanka Mazumder of Bansdrani bagged the **Thailand package** while **Anuradha and Mithun Roy of Selimpur, Dhakuria** went home smiling with the Runners -Up award of the **Goa package**. Sagnik's display presented a vast canvas of creativity where beautiful birds and animals were created by using sarees, towels, woolens, handkerchiefs etc. Innovative usage of vegetables and spices to design musical instruments and "masala house" offered a grand visual treat. On the other hand, Anuradha's platter took inspiration from the Bengali traditional motifs. Displays like "mayurpankhi nao", "bor bou putul" using Bengali motifs echoed Bangaliana in every sense.

Speaking on the occasion, fashion designer **Nil** said-"BoroPlus is a legacy brand. Its popularity and efficacy makes it a perennial favorite for wedding tattwas. We have seen so many Bengali households tucking it in the tattwa trays. And now with BoroPlus Antiseptic Cream, also available are Moisturising Lotion, Facewash, Prickly Heat Powder - an entire cosmetics and toiletry range to create a complete and wonderful tattwa tray."

"The idea behind the contest was to pay tribute to the traditional art of tattwa-making which has been popular in Bengali households since time immemorial. Hence, an activity planned around this thought acted as an instant connection of identity between our brand BoroPlus and



the Bengali sensibilities. As a tradition, the art of aesthetically arranging the wedding trousseau as gifts has been handed down since ages by mothers and grandmothers. The love and spirit of bonhomie which goes into the act of making tattwa is also reminiscent of the tradition of care which BoroPlus has delivered for generations. Just as beautiful tattwas make weddings memorable, we believe our winners will cherish their trips to Thailand and Goa. ” said **Ms. Priti Sureka, Director, Emami Limited.**

The Rs.400 crore BoroPlus portfolio currently comprises brands-for-all-seasons: BoroPlus Antiseptic Cream, BoroPlus Total Results Moisturising Lotion, BoroPlus face wash range and BoroPlus Prickly Heat Powder. BoroPlus is India’s largest selling antiseptic cream with 63% 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 15% in last 3 years. The brand endorsers’ list has a legacy of star power of legendary actor Amitabh Bachchan, Kareena Kapoor Khan, Sonakshi Sinha, Bipasha Basu and very recently Kangana Ranaut.

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 Sona Chandi Chyawanprash 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, Hrithik Roshan, Bipasha Basu, Sonakshi Sinha, Yami Gautam, Kangana Ranaut, 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.

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