



FAIR AND HANDSOME PIONEERS ANOTHER INNOVATION IN FACE SKINCARE FOR MEN

Launches Fair and Handsome Complete Winter Solution

The **FIRST** and **ONLY** men's winter cream in India to offer benefits of moisturisation and oil-free fairness

Kolkata, December 14, 2015: Fair and Handsome, the leading men's grooming brand from the house of Emami Limited launches Fair and Handsome Complete Winter Solution, the first ever winter cream in India for men. With this unique innovation, Fair and Handsome, once again, establishes its pioneering leadership in the men's skincare segment.



Fair and Handsome Complete Winter Solution is expected to be the ultimate answer to the overall winter face care needs of men, offering moisturisation and dryness defence along with oil-free fairness. It has a unique formulation powered by **Moisture Booster Technology** that penetrates deep into men's tough skin to deliver the power of **8 actions** relevant for men's winter skin needs. *(Please see box for brand attributes)*

Based on Emami's strong legacy of deep consumer insights, it was noticed that, during winters, like women, men also look for moisturising attributes in their face creams. The market however does not offer any option suitable for the tough facial skin of men. Hence men usually end up using general cold creams which leave the skin looking dark, oily and dull

Speaking on the occasion, **Mr. Mohan Goenka, Director, Emami Limited** said, "Fair and Handsome, as a brand, from the very beginning, enjoys an equity of being a thought leader and a pioneer. Launched in 2005, Fair and Handsome created the men's fairness category in India, and is today among the most trusted Men's grooming equities. With the new Fair and Handsome Complete Winter Solution, a highly differentiated product for men's winter skincare, Fair and Handsome once again establishes its position as a trendsetter. The product is aimed at those who have multiple facial needs during winters."

8 Action Formula for Men to fight Tough Winters

1. **Moisturisation** – Deep action moisturisation for men's tough skin
2. **Dryness Defence** – Active protection from dryness
3. **Oil-Free Look** – Moisturised face with no oiliness
4. **Non Sticky Feel** – Freedom from the sticky winter creams
5. **Instant Brightness** – Visibly brighter look
6. **Long Lasting Fairness** – Visible fairness for men's tough skin
7. **Dark Spot Reduction** – Expert management of dark spots
8. **Sun Protection** - Protection against harmful UVA / UVB rays



-2-

The Fairness Cream category in India currently is pegged at around Rs. 2800 of which the men's fairness category is approximately Rs. 400 crores which is growing at a value growth of 10%. Fair and Handsome is the leading brand in men's fairness cream category that enjoys a market share of more than 60%.

The launch of **Fair and Handsome Complete Winter Solution** would be supported by an integrated communication strategy through Print and Audio-Visual promotions. A brand new TVC developed and directed by Mumbai based ad film director **Vishal Vij** will be on air soon. The campaign would be supplemented by a strong point of sales support to connect with consumers nationally, except the southern markets.

About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. Every second, over 100 pieces of Emami products are sold somewhere in India or world.

With over 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The Company also acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. In June 2015 Emami Ltd acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. The products from Emami are available in over 4 million retail outlets across India through its network of 2800 distributors. Emami's global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 17% over the last 5 years through its consistent business performance. Emami has focused on aggressive marketing powered by celebrity endorsers over the years like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamilttd.in and www.zanduayurveda.com for further information.

For further details, please contact: -

Mahasweta Sen
GM-Corporate Communications
Emami Ltd
Mobile: +919836292392

Pritha Roy Chakrabarti
Mobile: +919903994787