



HE DEO EXPANDS ITS RANGE

**Forays into the 'NO GAS' category
with 2 new range of "Icy Collection" and "Body Perfume"**

Introduces HE RESPECT for Asli Men, who Respect Women

The brand goes for a facelift with the re-launch of the existing AEROSOL range

Kolkata, March, 2016: In an endeavour to offer differentiated products to its consumers, Emami launches 'HE ICY Collections' as part of the HE Deo range. The new 'Icy Collections' is set to revolutionize the Deo category by offering cooling effect on users along with long lasting fragrance during the hot sweltering summers. HE ICY Collection is a result of the company's internal consumer research, which aims to address the market need gap for deo products which offer both freshness and cooling sensation on application.



With ICY Collection, HE Deodorant also forays into the NO GAS space claiming a foothold in this category which makes around 26% of the Indian deodorant market. The NO GAS range of HE Deodorants will introduce a slew of interesting fragrances like Hypnotic and Passion under the Body Perfume Collection and Arctic and Lagoon under the Icy Cool Collection for round the year freshness. The wide range offers fine international fragrances from the families of Fougere, Cologne, Green and Marine for a long lasting fresh feel.

Complementing the launch of the new NO GAS range by HE Deodorant, the brand has also reinvented its existing AEROSOL (Gas) range by re-introducing 4 exciting variants - Ruler, Smart, Magician and Conqueror in an easy-to-use packaging for a premium look and feel. Staying true to the brand ethos of "Be Interesting", HE Deodorant also adds a brand new variant – HE Respect to its aerosol (gas) repertoire. Breaking away from the popular tantalizing positioning of deodorants, on the note of 'Scent of Attraction', HE Respect makes a social statement with its "Scent of Respect" and showcases the real 'HE' within a man who not only dares to be interesting but also holds women in high esteem. HE believes that Asli Men Respect Women.



Speaking on this occasion, **Mr. Harsha V Agarwal, Director, Emami Ltd** said, "The deodorant space is a very competitive space with too many players offering almost similar products to the consumers. However, the category has a lot of potential with very low penetration of just 8% in the urban market. Besides, the Indian consumer is also very experimenting with constantly evolving choices. HE Deodorant from the very beginning has a differentiated positioning of 'Be Interesting' and targeted the alpha youth who believes in himself and likes to stand apart from the crowd. The refurbished range of HE Deodorant with new differentiated launch of Icy Cool collection and HE



Respect are expected to capture the mind space of the discerning consumers who are always on the lookout for something unique and different.”

Valued at Rs 2200 cr, the deodorant category in India is growing at 3% with a very low penetration rate at 8%. Category is highly fragmented with top 6 players occupying only 50% of the value market share.

The entire rejig of the **HE brand** portfolio will be supported by a 360 degree integrated communication, including digital media. Hrithik Roshan, the brand ambassador is going to feature in two brand new TVCs developed for the new variants like **HE Respect** and **HE Icy Collection**. The entire range will be rolled out nationally in phases starting with the relaunch of aerosol range in the West Bengal market.

HE Gas Range will be available in a pack size of 150ML priced at Rs 190 while HE NO GAS Range comprising of Icy Cool Collection and Body Perfume Collection will be available in SKU of 122 ML priced at Rs 210 and Rs 199 respectively.

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.

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. In 2015, Emami Ltd 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. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2800 distributors and its 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 focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

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

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