



This festive season, be dazzlingly different! Colour your hair a favourite glorious shade with diamond-like shine with New Emami Diamond Shine Crème Hair Colour

Kolkata, 25th October, 2016:- FMCG major Emami Limited introduces its all new Emami Diamond Shine Luxury Crème Hair Colour. This brand will be endorsed by gorgeous and glamorous Bollywood actor Shilpa Shetty.

According to Ms. Priti Sureka, Director, Emami Limited “Crème hair colour is a sunshine category in our country. More and more women today are looking beyond grey coverage - they want to feel young and confident, they want to make a statement, they want to stand up and be noticed. We wanted to give them affordable crème hair colours that would help them realize their goals.”

Emami Diamond Shine is an ammonia-free crème hair colour specially formulated with the help of Australian technology. The key challenge was to make the hair colour last nearly twice as long as other hair colours in the price range and deliver better shine and softness. This was achieved with a formulation of diamond serum, 11 ayurvedic herbs and conditioners.



Extensive testing procedures have yielded extremely good results on all these parameters.

Emami Diamond Shine Luxury Crème Hair Colour will be initially available in 4 shades - Natural Black, Burgundy, Natural Brown & Dark Brown, in a sachet pack containing 20 g of colorant and 20 ml of developer priced at Rs 35/-.



Hot Pick: *The Festive Hair care becomes all the more exciting with an introductory offer (a complimentary 20 ml Emami 7 Oils in One Damage Control Hair Oil pack worth Rs 15) with every purchase of Emami Diamond Shine Luxury Crème Hair Colour pack.*

About Emami Group:

Emami Group, is a diversified business conglomerate enjoying a market valuation of about Rs 45,000 cr. Generating employment for over 25,000 employees, the Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd.**, the flagship company of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu

Balm, Fair & Handsome, Menthoplus Balm and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** –3rd largest edible oil company in India. It is also the only Bio-diesel manufacturer in Eastern India; **Paper - Emami Paper Mills**, India's largest newsprint manufacturer; **Writing Instrument -CRI Tips**, world's 3rd largest ball point tip manufacturer; **Realty - Emami Realty**, a leading real estate company; **Healthcare -AMRI Hospitals**, Eastern India's largest chain of private hospitals; **Retail –Frank Ross** and **Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India and **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India. The Group is setting up a **Cement operation** with a combined capacity of 5 MTPA with a state-of-the-art integrated plant of 1.5 MTPA at Chattisgarh and split grinding units of 2.0 MTPA in West Bengal and 1.5 MTPA in Odisha at a total investment of around Rs.3000 cr. The Group also has around 70 MW Solar Power Generation projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

For more information, please visit www.emamiltd.in

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