



ZANDU INTRODUCES PAIN RELIEF SOLUTIONS IN CONTEMPORARY FORMATS OF GEL, SPRAY AND ROLL ON

~Launches Zandu Gel & Spray for body ache and Zandu Roll-On for headache~

Kolkata, July 26, 2017 – Zandu, - the legacy pain management solution brand in India from the house of **Emami Limited**, has launched effective pain relief extensions in new and contemporary formats as in **Zandu Gel & Spray** for body ache and joint pain and **Zandu Roll-On** for headache.

Modern lifestyle has undergone a sea change with the advancement of technology. While this shift has upped the convenience quotient of our lives, in return, it has also resulted in various lifestyle issues such as high incidences of headache and body ache. It interrupts consumers in their normal routine. As a result, they seek effective and immediate relief from all



kinds of pain. **Zandu**, enjoying consumers' trust for over 100 years, so far has been majorly known for its balm solution used mostly for headaches. Taking this legacy of effective pain solution ahead, Zandu has further introduced three new solutions to relieve pain in contemporary formats– while **Zandu Gel & Spray** are meant for effective and fast relief from body pain, **Zandu Roll-On** is a convenient format for relief from headache.



In India, the gel/ointment market is valued at approx Rs. 1400 Crores and is one of the modern formats used for pain relief. With high efficacy and rapid action relief, the new **Zandu Gel** and **Spray** come with a fast acting modern yet ayurvedic pain relief formula.

These are tailor made for tackling body ache like back pain, knee stiffness and sudden injuries, which are common in today's changing lifestyle. The aim is to provide a superior user experience in a non-sticky formulation for better absorption that provides faster and more effective relief from pain. Based on clinical studies, the new Zandu Gel is clinically proven to provide 2.7X better relief from back pain and 1.7X better relief from knee stiffness.

The new **Zandu Roll-On** provides quick one-stop effective pain solution to headache. Its convenient packaging enables consumers to use it while on the go. It has a non-greasy solution and pleasant aroma that provides fast relief from pain.



On the occasion of the launch, **Mr. Mohan Goenka, Director, Emami Ltd** said, "The rich legacy of Ayurveda coupled with the strong innovation practice at Emami Limited has always helped Zandu to be the leader in the pain management category and the ultimate pain relief solution for the consumers over decades. Constant evolution of the brand backed by strong innovation has been instrumental in consolidating and sustaining Zandu's leadership in face of changing times. The new **Zandu Gel, Spray** and **Roll-On** are the latest, modern and efficacious pain relief solutions to body ache including knee pain, back pain, joint pain and headache. We believe that these new and innovative products, with their improved non-sticky formulations,



would be an effective and one stop pain relief solution to our existing as well as potential consumers, helping them to lead a pain free, better and active life.”

The new **Zandu Gel** is available in pack sizes of 15 ml & 30 ml priced at Rs. 50 & Rs. 98 respectively. **Zandu Spray** is available in a pack size of 35 g priced at Rs. 100 and **Zandu Roll-On** comes in a 9 ml pack priced at Rs. 50.

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. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.3 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

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

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