



NEW 'BOROPLUS ZERO OIL ZERO PIMPLE FACE WASH' GOES NATIONAL TO SOLVE PESKY PIMPLES NATURALLY

- **A unique Ayurvedic formula with the proven herbal goodness of Multani Mitti removes excess oil**
- **Natural anti-bacterial goodness of Neem acts on pimple causing bacteria**
- **Goodness of BoroPlus Antiseptic Action prevents pimples from coming back**
- **Young talent Kriti Sanon lends her freshness to the new product**

Kolkata, October, 2017: BoroPlus Zero Oil Zero Pimples Face Wash, the pimples solving expert from FMCG major **Emami Limited**, now goes national after its successful test launch in Madhya Pradesh last year. Fresh Bollywood face **Kriti Sanon** has been roped in as the brand ambassador.

Most young girls suffer from pimple problems which causes embarrassment to them. They keep popping up again and again especially at times when you can least afford to have them. One can be a spoiler – total disaster if they decide to come back in groups of two's or three's or more. Many teenagers have tried desperately to stop them – almost all have thrown up their hands in despair.

BoroPlus Zero Oil Zero Pimples Face Wash, with its unique Ayurvedic formulation not only fights with the pimple causing bacteria with the goodness of BoroPlus' Antiseptic Action and **Neem** but also helps to control excess oil with **Multani Mitti** which prevents pimples from recurrence.



According to **Ms. Priti Sureka, Director of FMCG major Emami Ltd**, “Most neem-based face washes fight existing pimples, but do not address the problem of recurrence. Women, especially in their teens, tend to have oily skin. Excess oil combined with other impurities clogs pores, giving rise to inflammations and pimple causing bacteria. So teenagers with oily skin are more prone to recurring pimples. Therefore, we at Emami have developed BoroPlus Zero Oil Zero Pimple Facewash which prevents pimples from recurring due to its unique Ayurvedic formulation which has the proven efficacy of Multani Mitti to control excess oil, Neem to fight pimples, and the goodness of BoroPlus Antiseptic Action to prevent recurrence.”



The new **BoroPlus Zero Oil Zero Pimples Face Wash** promises that with regular usage, it will help its consumers to get a clearer and brighter face. Fresh Bollywood face **Kriti Sanon** has been roped in to endorse the product.

The **BoroPlus** portfolio comprises of antiseptic cream, moisturising lotion, and prickly heat powder.

BoroPlus Zero Oil Zero Pimple Face Wash will be available in pack sizes of 15ml +3ml (extra) ,50ml + 10 ml(extra) and 80ml + 20 ml(extra) priced at Rs 15, Rs 55 and Rs 85 respectively with a consumer offer of 20% extra on 15ml and 50ml and 25% extra on 80 ml.

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.

Please visit www.emamltd.in for further information.

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