

Emami launches Navratna i-cool talc

GUWAHATI, MAY 4: Navratna, the Rs 700+ crore brand manufactured and marketed by Emami



Limited is set to offer the Indian summers with Navratna i-cool Talc, a unique technologically superior innovation in the cool talc space.

Powered by the Intelligent Sweat Sense Technology, the new variant of the cool talc will offer cooling effect not only during application but also release an instant burst of cooling for the second time during actual sweating when one walks outdoors in the sweltering heat. Navratna i-cool talc offers a cool feel & freshness when it is needed most.

Shah Rukh Khan, the brand endorser is going to be featured in a brand new commercial for this new variant.

Speaking on the occasion of the brand launch, Mr. Harsha V. Agarwal, Director, Emami Limited said, "Navratna Cool Talc is the leading cool talc brand in India with a market share of around 25%. It is one of the major sub brands from the Emami kitty which has been witnessing a healthy growth.

The value added consumer market has been growing at a faster rate due to premiumisation and specificity of benefits being offered. We are confident that this unique product benefit to beat the searing heat of Indian summers will be received well by the consumers and thus help the brand to grow further."