

Hindu Business Line

Emami unveils 2 new deos

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Emami Ltd has launched two new deodorants — He Icy Collections and He Respect. It announced repositioning of existing items in this category also. According to Emami, the new 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. The HE deodorant branded gas-based or aerosol existing product range is also being 'reinvented' through by re-introductions. Harsha V Agarwal, one of the Directors said the brand since inception had a differentiated positioning of 'Be Interesting' and targeted the youth. OUR BUREAU