



Emami Relaunches Fair And Handsome Fairness cream With 5 Action Fairness System

Aims to consolidate its dominant position in the men's grooming market

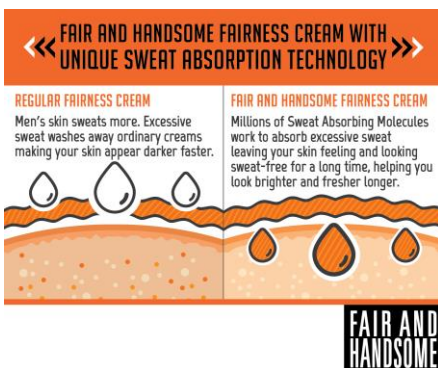
Kolkata, May, 2016: Emami Ltd, the FMCG major in India pioneered the men's fairness cream category with its face care innovation "Fair and Handsome" fairness cream for men in 2005. The Company is all set to once again relaunch the decade old popular brand as- the all new **Fair and Handsome fairness cream with 5 Action Fairness System**.

Fair And Handsome's deep understanding of men skin needs promises to help the modern man to put their best face forward. Valuing the conscious and discerning TG, the new Fair And Handsome Fairness Cream is being introduced in a smart product packaging with a chic color scheme that gives an international look and feel along with more detailed information about the product benefits on the product pack.

Developed with **Deep Action Pro Peptide™**, the new formulation of 5 Action Fairness System by Fair and Handsome Fairness Cream penetrates up to 20 layers deep into men's tough skin to deliver 5 powerful actions that help men look Fair And Handsome in **just 3 weeks**. **Fair and Handsome Fairness Cream is the perfect answer to men's skin needs which requires products especially meant for men since their skin suffers from daily harsh effects of sun exposure and shaving blades, besides it being 20% thicker than women's skin. Further, ordinary fairness cream tend to wash away faster due to sweat, making the skin appear darker.** This breakthrough formulation of the new FAH has unique **Sweat Absorption Technology** that helps to absorb excessive sweat, leaving the skin to feel & look sweat free and fresh for a longer time.



Speaking on the launch, **Mr Mohan Goenka, Director, Emami Ltd** said, "As a category creator in 2005 with the launch Fair and Handsome – men's fairness cream needed to be ahead of the curve as the thought leader. Given Men's multiplicity of facial needs, the Brand through its deep understanding and expertise on men skin needs, has developed a unique 5 Action fairness system, that offers 5 benefits for tough male skin. Targetted towards men in the age group of 18-24 years, who are in the process of transition both personally and professionally and is ready to take on the world, the new Fair and Handsome is a result of the pioneering research by skin care experts from India and Australia. The technologically advanced new Fair and Handsome cream offers multiple skin benefits for a sweat-free and oil-free fresh look to today's discerning young consumers, who look for value addition in a product beyond fairness."





The launch of the new Fair And Handsome Fairness Cream with 5 Action Fairness System would be supported by a 360 degree integrated communication. A new campaign highlighting the change goes on air in May 2016. Conceptualized and directed by Voxparables, the new TVC has Shahrukh Khan talking about how an action packed life require need an action packed fairness cream.

The campaign would be supplemented by a formidable modern trade and point of sales support to connect with customers nationally along with Print, Outdoor and Digital promotions.

The new Fair and Handsome Fairness Cream with 5 Action Fairness System is available in pack sizes of 8, 15, 30 & 60 gm priced at Rs. 10, 25, 70 & 130 respectively.

Fair And Handsome is the dominant market leader in the men's fairness cream with a 66% of market share by volume. The brand recently launched Fair And Handsome Complete Winter Solution which is a winter fairness cream. Fair And Handsome Instant Fairness face wash, another brand extension that was launched in early 2014 is today one of the leading face wash Brands in the men's face wash category.

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.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. In 2015, Emami Ltd acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 16% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

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

Please visit www.emamiltid.in for further information.

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