



FAIR AND HANDSOME INSTANT FAIRNESS FACEWASH TRAVELS FROM 'INDIA TO BHARAT' BY INTRODUCING A PACKAGING INNOVATION AT RS. 10/-

Kolkata, 16 June 2016: Fair and Handsome, the iconic brand on men's grooming from the house of Emami Limited has introduced yet another pioneering packaging innovation for its Facewash product. Men's Facewash segment is predominantly considered to be an urban phenomenon due to the metro centric approach of the industry. In a sharp deviation from this prevalent industry pattern, **FAIR AND HANDSOME INSTANT FAIRNESS FACEWASH** has introduced an uniquely innovative packaging of a convenient **7 gm tube packed in a flow wrap covering**, which is easier to dispense, store and carry along.

The new packaging, priced at an incredibly **nominal price point of only Rs.10/-** has been launched for the very first time to penetrate the largely untapped market of smaller Tier III and Tier IV cities and rural India.



Powered by the celeb equity of Bollywood Superstar **Hrithik Roshan**, Fair and Handsome Facewash enjoys high brand recognition across demographics. Riding on this celeb power, Fair and Handsome Facewash's innovative packaging comes in a flow wrap tube format adorning Hrithik's image in a refreshingly blue colour scheme to add aspiration for the TG. Taking advantage of the strong and deep distribution network of Emami Limited, this innovative move by Fair and Handsome has made its Facewash accessible to those untapped markets targeting consumers who desire to look well-groomed but find facewash to be an expensive luxury and opt for bathing soaps for face cleansing. Further, Emami endeavors to initiate the new consumers in those untapped markets into learning the correct way of using facewash by graphical usage instructions on the back of the pack.

Major brands in men's face wash category totals to approx. Rs.250 crores with a 30% growth rate year on year. Approximately 80% of face wash sales come from urban India. This reflects the vast potential of the segment to expand its penetration level to other demographics as well.

Speaking on this occasion, **Mr. Mohan Goenka, Director, Emami Limited** said "Given the Indian weather, Face Wash has a huge potential for growth and is a highly relevant product for consumers. However, Men's Face Wash, a low penetrated category is predominantly led by top urban markets. The launch of our new innovative Fair and Handsome Instant Fairness face wash pack, priced accessibly at Rs.10/- is expected to cater to the aspirations of the value-conscious men in the untapped markets which is beyond urban metro cities. This step reaffirms our thought leadership in the areas of innovation and deep understanding of consumer's unmet needs."



Launched in 2014, Fair and Handsome Instant Fairness Facewash was born out of deep consumer understanding on the multiplicity of men's needs, providing an instant fairer look, oil removal, dirt

removal, sweat cleansing and a refreshed feel. Within two years, the brand has become one of the front running men's facewash brands enjoying a market share (volume) of 12%.

The launch of the new Rs 10/- tube in a flow-wrap pack would be supplemented by focused communication strategies in target markets through point-of-sales campaign and media support.

Fair and Handsome Facewash is also available in 20g, 50g and 100g pack sizes priced at Rs 35, Rs 80 and Rs 135 respectively.

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.emamltd.in for further information.

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