



## Fair and Handsome gets a new face in Hrithik Roshan

- Hrithik to be the face of Fair and Handsome Instant Fairness Face Wash
- Joins Shah Rukh Khan to endorse Fair and Handsome portfolio
- Ahead of summer, Fair and Handsome Instant Fairness Face wash promises *“Bas ek splash, aur chehra dhike bright and fresh.”*

**Kolkata, 9<sup>th</sup> March, 2015:** : Emami Limited, one of India’s leading FMCG companies, today announced roping in of Bollywood Superstar **Hrithik Roshan** as one of the brand ambassadors for **Fair and Handsome**, a Rs 235 crore power brand and a category creator. The popular actor will be endorsing **Fair and Handsome Instant Fairness Face wash** which was launched in February 2014. With this, Hrithik becomes the second celebrity to join the Fair and Handsome portfolio after eight long years since Shah Rukh Khan first started endorsing the brand.



Speaking on the occasion of the launch, **Mr Mohan Goenka, Director, Emami Ltd** said, “In the first year of its launch, **Fair and Handsome Instant Fairness Face Wash™** has helped us to strengthen our presence in the burgeoning men’s grooming category. The consumer response has been very encouraging showing the deep trust that the consumers had reposed on the brand Fair and Handsome. It is our endeavor to always come up with differentiated offerings to not only meet the consumer needs, but to delight them.”

**Mr Goenka** further added “The Face Wash category is nascent and the habit of using a face wash is building up now. There is a lot of potential in the men’s face wash category which is approx Rs 250 crores in size, and has been witnessing an exciting 50% plus growth rate year on year. We want to capitalize on the opportunity and the roping in of Hrithik Roshan is a step towards that. Hrithik Roshan embodies what Fair and Handsome stands for: toughness and for men who are tough. He is known to be an all-rounder for essaying multifarious roles on screen. This has a direct resonance with the Facewash which delivers all-around performance by giving an instant fairer look, a refreshed feel, removing oil, sweat and dirt – all in a single splash.”

The scientifically advanced formula has a unique Turbo Cleansing System with Actifair Peptide, that helps remove Dirt, Oil and Sweat giving a Cleaner and Instantly Fairer Look in *‘Bas ek splash.’* The product has been specially formulated to ensure that the tough and thick male skin gets thoroughly cleansed.

**Hrithik Roshan**, the celebrated actor and brand ambassador, said, “I am happy to be associated with Emami Fair and Handsome, the brand that kick-started the men’s grooming phenomenon in India. The brand has a clear focus on rejuvenating dull skin and restoring it’s lost sheen. In the Indian summers, however tough men may be, it is but natural for men's skin to be over-exposed to sunlight, sweat, oil and dirt due to the strenuous demands of the present-day environment. I experience them regularly as my shoots take me Outdoors, ruthlessly exposing my



skin to these elements. Emami Fair and Handsome Face Wash gives me a refreshed feel and an instantly brighter look and I am glad the brand is putting emphasis on this aspect.”

The roping in of Hrithik Roshan for **Fair and Handsome Instant Fairness Face Wash** would be supported by a 360 degree integrated communication. A TVC featuring Hrithik, developed by Vox Parables and directed by Vishal Vij will go live on air from soon.

The Rs. 235 Crore Fair and Handsome Brand Portfolio currently comprises Fair and Handsome Fairness Cream and Fair and Handsome Instant Fairness Face Wash. Launched in 2005, Fair and Handsome Fairness cream is the first fairness cream for men in India with a market share touching 64%. Fair and Handsome Instant Fairness Face Wash, the first extension from the portfolio was launched in March 2014.

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#### **About Emami Group:**

**Emami: (NSE: Emami Ltd, BSE: 531162)**, is the flagship company of the Rs.10, 000cr Emami Group. Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care& healthcare products. With 250 diverse products, Emami’s portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash and new brands like ‘HE’ Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring ‘SHE Comfort’ sanitary napkin brand. The products from Emami are available in 40 lakh retail outlets across India through its network of 3000 distributors. Emami’s global footprint spans across 63 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 19% over the last 5 years. Over the years Emami’s products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Bipasha Basu, Kangana Ranaut, Sonakshi Sinha, Hrithik Roshan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, and Gautam Gambhir among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It has significant presence with leadership positions in diversified industries such as Paper - Emami Paper Mills, India’s largest newsprint manufacturer; Bio Diesel and Edible Oil - Emami Agrotech (Formerly Emami Biotech Ltd), largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips, world’s 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India’s largest chain of hospitals; Retail –Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. It also has presence in Solar Power. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

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