



Sonakshi Sinha
to offer
Pollution Ka Solution
with
BoroPlus Anti-Pollution Face Wash

Kolkata, March 20, 201: India's leading FMCG major, **Emami Limited**, today announced the signing of Bollywood heartthrob **Sonakshi Sinha** as one of the brand ambassadors for **BoroPlus**, a Rs 400 cr power brand that is also one of the key drivers of the Company's overall turnover. The popular actress will be endorsing the **Anti-Pollution face wash range of BoroPlus**.

The glam quotient of the brand BoroPlus has got a major shot-in-the arm with the joining of Sonakshi Sinha to its brand wagon of celebrities. Sona, as Sonakshi is popularly known, is the current darling of the box office with her series of blockbuster movies like Dabangg 1&2, Rowdy Rathore, Son of Sardaar, Bullett Raja, R..Rajkumar. Her portrayal of a simple Bengali girl 'Paro' in Lootera won critical acclaim. A popular actress & a youth icon, Sonakshi enjoys support of the masses across the TG, especially in the Hindi heartland. The brand endorsers' list of brand **BoroPlus** already boasts of star power of legendary actor Amitabh Bachchan, Kareena Kapoor Khan and Bipasha Basu. The facewash range comprises **BoroPlusAnti Pollution Daily Face Wash, BoroPlus Oil Control Face Wash** and **BoroPlus Gentle Exfoliating Scrub**.

Talking about her association with the brand, **Sonakshi** said, *"I am really excited to be associated with BoroPlus, an iconic brand which has a legacy of offering natural skincare. I've grown up hearing about its efficacy. Skin is exposed to pollution everywhere- at home, on sets, outdoor and indoor and the toll it takes on skin is 'omigosh'- pathetic. Problems intensify during outdoor shoots with so much pollution and heat around. I am a firm believer in the goodness of natural products and green tea-grape combination in BoroPlus Anti Pollution Face Wash offers a perfect recipe for deep cleansing in minutes. BoroPlus Face Wash gives me instant freshness and healthy looking skin."*

On the occasion of this announcement, **Ms. Priti A. Sureka, Director, Emami Limited** said, *"Emami has always stressed on the curative and palliative effects of time-tested natural ingredients for personal care which is exemplified by the unique **Nature Shield™** in the BoroPlus range, along with the combination of powerful antioxidants viz. Grapes and Green Tea extract. Sonakshi exudes a natural exuberance and warmth which has a direct correlation with the BoroPlus' brand ethos of giving protection naturally. Her popularity amongst cine-goers across various demographics and markets—metros, Tier 1, Tier 2 cities and big and small towns makes her a natural choice as the ambassador for this all-season brand which caters to a wide ranging consumer periphery."*



The Rs.400 crore Boroplus portfolio currently comprises brands-for-all-seasons: **BoroPlus Antiseptic Cream**, **BoroPlus Advanced Moisturizing Lotion** and **BoroPlus Prickly Heat Powder**. BoroPlus is India's largest selling antiseptic cream with 74% market share and is also the highest selling antiseptic cream in Ukraine, Russia and Nepal. BoroPlus Antiseptic Cream has grown at a healthy CAGR of 12% in last 3 years.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 cr 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 SonaChandiChyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% 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, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. The Group is also present in sectors such as Newsprint - **Emami Paper Mills**; India's largest newsprint manufacturer; Bio Diesel and Edible Oil - **Emami Biotech**, 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**. The Group plans to set 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.

For further information, please contact:

Mahasweta Sen
GM-Corporate Communications
Emami Limited
Mobile: +919836292392
Email: mahasweta.sen@emamigroup.com

Pritha Roy Chakrabarti
Emami Limited
Mobile: +919903994787
Email: prithar.c@emamigroup.com