



SAY HELLO TO THE FESTIVE SEASON WITH NEW '*BOROPLUS ZERO OIL ZERO PIMPLE FACE WASH*' AND SAY BYE TO THOSE PESKY PIMPLES FOR GOOD

- **An innovative Ayurvedic formula with the proven herbal goodness of Multani Mitti and Neem. This face wash helps fight pimples and also controls excess oil to help prevent pimples from coming back.**
- **Gorgeous fresh face of Bollywood Kriti Sanon joins the BoroPlus celeb club of Amitabh Bachchan, Kangana Ranaut, Kareena Kapoor Khan, Bipasha Basu, Sonakshi Sinha and Parineeti Chopra to endorse this new product.**

Kolkata, October, 2016: Pimples...UGHH! Keep popping up again and again to embarrass you, especially at times when you can least afford to have them – say the ensuing festive season, for instance. Just one can be a spoiler – total disaster if they decide to come back in groups of two's or three's or more. Many teenagers have tried desperately to stop them – almost all have thrown up their hands in despair.

According to **Ms. Priti Sureka, Director of FMCG major Emami Ltd**, “Our extensive consumer research has revealed that most neem-based face washes fight existing pimples, but do not address the problem of recurrence. Women, especially in their teens, tend to have oily skin. Excess oil combined with other impurities can clog pores, giving rise to inflammations and pimple causing bacteria. So teenagers with oily skin are more prone to recurring pimples.”

In light of this research, Emami has launched **new BoroPlus Zero Oil Zero Pimple Face Wash** co-created by **Australian and Indian skin experts**. This Ayurvedic formulation has the proven efficacy of **Multani Mitti** to control excess oil, **Neem** to fight pimples, and the goodness of BoroPlus Antiseptic Action to prevent recurrence.

Emami is confident that with regular usage, this face wash will help its consumers get a clearer and brighter face.

To endorse this new BoroPlus skin care product, **Kriti Sanon**, the gorgeous fresh face of Bollywood has joined the celeb club of BoroPlus endorsers like Amitabh Bachchan, Kangana Ranaut, Kareena Kapoor Khan, Bipasha Basu, Parineeti Chopra and Sonakshi Sinha.

The ad film featuring Kirti Sanon has been developed and scripted by **RKH Films** and directed by famous Bollywood **director Shri Rajkumar Hirani**.



Boroplus Zero Oil Zero Pimple Face wash will be available in pack sizes of 15ml and 50ml priced at Rs 15/- and Rs 55/- respectively with an introductory consumer offer of 20% extra on both the packs.

After the test launch in Madhya Pradesh, the product will be nationally rolled out.

Dual offer: This attractive introductory offer is also available on another new variant of Boroplus Aloe Vera & Coconut Moisturising face wash

About Emami Group:

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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