



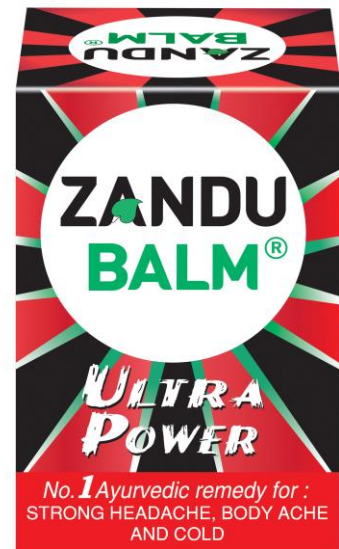
Emami introduces 'Zandu Balm Ultra Power'

to provide fast and long lasting relief from severe headache and body pain

Kolkata, July 15, 2014: Emami Ltd, one of the leading FMCG majors in India has launched **ZANDU BALM ULTRA POWER**, a multipurpose solution for severe headache, body ache and cold. Zandu Balm Ultra Power, a strong formulation fortified with potent ayurvedic ingredients is an extension of the company's Power Brand – ZANDU BALM.

The unique formulation of the newly launched **ZANDU BALM ULTRA POWER** is made with herbal ingredients and is proven to be safe and effective. The healing properties of Zandu Balm Ultra Power provides soothing relief for aches and pains and helps in restoring a sense of wellness to body and mind, thereby creating a balance to increasing hectic lifestyle. The formulation of the balm is dermatologically tested and safe on skin.

With the launch of **Zandu Balm Ultra Power**, the power brand Zandu Balm, a Rs.300 + cr topical pain management brand, aims to consolidate its strong foothold in the rubefacient category.



Speaking on the occasion of the launch, **Mr. Mohan Goenka, Director, Emami Ltd** said, "The topical pain management segment in India is pegged at around Rs. 2500 cr and Zandu Balm being a pioneer and a legacy brand in the field of Ayurveda for over 100 years, eyes a significant value growth of around 20% in the segment. The incidences of severe and chronic body pain and headache in India are on the rise due to unhealthy lifestyle, stress, poor posture and physical exertion. Hence in conjunction with the growing consumer need, Zandu aims to provide a holistic care to consumers across generations. Our brand Zandu Balm Ultra Power therefore promotes a full and active lifestyle, free from the constraints of aches, pains and everyday discomforts."

Topical relief solutions like balm, cream and ointment are widely used as a remedy for pain but the satisfaction score of the user for severe body pain & headaches is currently very low. As a result, these solutions have limited household penetration therefore compelling sufferers to resort to analgesic tablets for quick relief. However there is a fear of side effect when analgesic tablets are used for a prolonged period. Zandu Balm Ultra Power with its powerful formulation



aims to deliver targeted pain relief balancing the best of age-old tradition with modern innovations for such severe cases of chronic pain and discomfort.

The launch of the new **Zandu Balm Ultra Power** would be supported by a 360 degree integrated communication. A product centric TVC conceived and developed by **Vox Parables** will go on air soon in key Hindi, Regional and C&S channels. The campaign would be supplemented by a formidable modern trade and point of sales approach to connect with customers nationally along with Print, Outdoor and Digital promotions.

The brand pack comes in a bright red colour scheme emphasizing on the formulation strength and ensuring shelf visibility, a premium pack with metallic laminate. The product will be made available in a pack size of 8 ml, priced at Rs 30/-.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.7000 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 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, Sonakshi Sinha, Yami Gautam, 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 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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