



## ZANDU PROMISES TO MAKE EVERY INDIAN HEALTHY

### Launches ‘Immune India Offer’

*To make every Indian safe and healthy in the nation’s fight against pandemic Zandu Chyavanprash introduces a special price offer with a Free Zandu Ayurvedic Sanitizer*

**Kolkata, October 2020:** Zandu, the century old Ayurvedic brand, owned by Indian FMCG major **Emami Ltd**, launches “**Immune India Offer**”. In a bid to support India’s fight against the pandemic of COVID 19, Zandu aims to address the need to boost immunity and safe hygiene practice of every Indian during these difficult times. To make immunity and hygiene affordable to every Indian, Zandu launches this **unique ‘Immune India Offer’** at a **never-before special price point** for **Zandu Chyavanprash** and providing a **free Zandu Ayurvedic Sanitizer** with it.

Speaking on this, **Mr. Harsha Vardhan Agarwal, Director, Emami Ltd** said, “*We are in unprecedented difficult times as the country along with the rest of the world keeps fighting the onslaught of the COVID 19 pandemic. During this time, two things have become very important for all of us – Immunity & Hygiene. Consumption of Chyavanprash to build immunity has been recommended by the Central Ministry of Ayush, Government of India. We thus thought to leverage Zandu’s 100 years of Ayurvedic wisdom to its best use by reaching out to as many people as possible. With a price off of Rs. 100/- for Zandu Chyavanprash 900g pack clubbed with a free Zandu Ayurvedic Sanitizer under the ‘Immune India Offer’ we are happy to support the nation’s fight against the pandemic. We believe this is a perfect affordable combo of internal and external protection for every Indian across sections.*”

Zandu Chyavanprash is an ayurvedic classic formulation made with 39 precious herbs such as *Amla, Giloy* and *Aswagandha* as per the ‘*Ayurveda Saar Sangraha*’. With scientifically proven **2X Immunity basis Laboratory NK (Natural Killer) Cell Activity**, Zandu Chyavanprash helps in protection from illnesses like cough and cold. Made at GMP Certified Plant under the highest standards of quality control, consumption of 1-2 teaspoons of Zandu Chyavanprash every morning with milk or honey boosts immunity while simultaneously providing energy and stamina to go ahead with daily life effectively.

**IMMUNE INDIA OFFER HOT PICK - AB HAR INDIAN HOGA HEALTHY**

**Rs 100/- slashed on 900 g SKU of Zandu Chyavanprash along with a free Zandu Ayurvedic Sanitizer! Offer is valid until stocks last**



### **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. It is the flagship company of the diversified Emami Group. With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.5 million retail outlets across India through its network of ~ 3200 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 10% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Katrina Kaif, Madhuri Dixit, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Tiger Shroff, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Please visit [www.emamilttd.in](http://www.emamilttd.in) for further information.

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