



Press Release

Emami Ltd Launches Ultra Strong Pain Relief Gel - Zandu Fast Relief

- Only Pain Relief Brand to be **endorsed** by **The Indian Association of Physiotherapists**
- Starts Action in **Just 2 Minutes** to Deliver **Long Lasting Relief**
- Signs on **Prof Dr Ali Irani**, Former Physio of The Indian Cricket Team and the Head of Department of Physiotherapy at Nanavati Max Hospital, Mumbai as the Brand Ambassador

Kolkata, 20 December 2022: Emami Ltd, a leading name in the country's personal and healthcare care sector, has introduced **Zandu Fast Relief**, an ultra-strong pain relief gel. Zandu Fast Relief Gel's beneficial properties make it up to **1.5 Times** more powerful and effective than other pain solutions in the market that helps users to continue with their daily active life – be it household chores or fitness regime. Powered by its **Turbo Action Formula**, Zandu Fast Relief provides **Ultra Strong Instant Pain Relief** in **just 2 minutes** while its **micro-droplets** penetrate deep into the tissue to deliver long lasting pain relief.

Renowned Physiotherapist and Former Physio of the Indian Cricket Team, **Prof (Dr) Ali Irani** has been signed on as the **Brand Ambassador** for Zandu Fast Relief.

*"The sedentary lifestyle of today coupled with the pressure of multi-tasking lead people to suffer from various types of mild to severe aches and pains like body ache, muscle pulls, back & neck pain and many more injuries. Zandu Fast Relief gel has been formulated to give an instant but long lasting & effective pain relief from that and helps one to continue with his/her daily active life without any hindrance so that 'Khel Chalta Rahe'. Its efficacy has also been acknowledged and recommended by **Indian Association of Physiotherapists (IAP)**",* said **Mr. Mohan Goenka, Vice Chairman, Emami Ltd.**

"Zandu Fast Relief comes with a simple and very clear premise to all categories of users. I strongly recommend using Zandu Fast Relief whenever someone is afflicted with physical pain, hampering his or her daily life. It has quick action formula which helps the users to quickly and effectively bounce back from their physical discomfort," said **Prof (Dr) Ali Irani, Brand Ambassador, Zandu Fast Relief.**

Zandu Fast Relief Gel is available pan India in 3 different sizes - **15 ml, 30 ml & 45 ml** which are priced at **Rs 65/, Rs 120/- & Rs 170/-** respectively.

Emami Ltd will run a 360 - degree advertising campaign across print, electronic, outdoor & online media to spread awareness about Zandu Fast Relief.



About Emami Ltd

Emami: (NSE: EMAMILTD, 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 Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, the Company went on to acquire 'Dermicool', one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 4.9 million retail outlets across India through its network of ~2800 distributors and its global footprint spans over 60 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Late Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Akshay Kumar, Hrithik Roshan, Shahid Kapoor, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamiltd.in for further information.

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