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A portrait of actress Raashii Khanna, smiling and resting her chin on her hand, wearing a light pink top.

**Raashii Khanna face of Emami's 'Pure Glow'**

Emami Limited, the flagship personal care and healthcare company of the Emami Group, has announced its entry into the ₹4,000 cr-plus brightening cream category with the launch of Emami Pure Glow, a revolutionary skincare solution designed to address key consumer concerns and redefine the glow segment. To amplify the brand's appeal and connect with consumers nationwide, Emami has roped in Raashii Khanna as the face of Pure Glow.