



# Emami Unveils 'Pure Glow'

A revolutionary skincare solution

## Ropes in Raashii Khanna as Brand Ambassador

**Kolkata, 21 April 2025** - **Emami Limited**, the flagship personal care and healthcare company of the Emami Group, announces 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. With a strong presence across regional and Hindi film industry, Raashii brings charm, confidence, and relatability to the brand, making her the perfect choice for a new-age skincare revolution.

Backed by cutting-edge technology, Emami Pure Glow is crafted to tackle the biggest challenges faced by women with existing brightening creams - white cast, lack of moisturization and minimal effectiveness or visible results over time. Emami, renowned for its groundbreaking innovations in the personal care segment, has combined the power of science and nature, **infused with the potent of Japanese Sakura Flower and clinically proven Niacinamide** in this next generation brightening cream. The unique formula delivers 2X visible brightness in just 3 weeks, provides 50% more moisturization, and helps reduce dark spots in as little as one week.

Speaking on the launch, **Mr Mohan Goenka, Vice Chairman and Whole-Time Director, Emami Limited**, said, *"For years, Emami has disrupted personal care categories with innovative and high-performance products. With Pure Glow, we are entering the ₹4,000 Cr brightening cream market with a superior, science-backed formula that truly delivers. We have studied consumer concerns extensively, and our unique 6-Way Brightening Action, deep penetration technology, and natural ingredients ensure an effective, long-lasting glow. We believe Pure Glow will be a category game-changer."*

On her association with the brand, **Raashii Khanna**, a promising name in Regional and Hindi film industry and brand ambassador of Emami Pure Glow shared, *"I'm delighted to be associated with Emami Pure Glow! I truly believe that skincare should celebrate natural beauty while being rooted in science, which makes it all the more special. This product brings together the best of nature and innovation, and I love how it feels light, absorbs instantly, leaves the*

### Why Pure Glow is Superior?

Revolutionary Moisturizing Base Formula – No white cast, fast absorption, and long-lasting hydration

2X visible brightness, 50%+ moisturization, and dark spots fading in one week

Powered by Japanese Sakura Flower & Niacinamide

Sun Protection & Long-Term Effectiveness

A unique blend of pink for glow and gold for premium appeal



*skin looking fresh & radiant, and without any white cast. It's perfect for every woman who wants to glow with confidence, effortlessly."*

With a massive fan following and strong connect across South India and metro cities like Mumbai & Delhi, Raashii Khanna adds a young, aspirational face to the brand, making it a go-to choice for today's consumers.

With its strong consumer insight, best-in-class formulation, and high-impact branding, Emami Pure Glow is all set to carve its niche in the brightening cream category. The brand is now available across select markets in South, West and North India and is poised for a national rollout in the near future. Emami Pure Glow is available in pack sizes of 8gm, 15gm, 25gm, & 50gm at respective price points of Rs 10, 25, 65, & 125.

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#### **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 500 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. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, 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 3200+ distributors and its global footprint spans over 70 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, Shah Rukh Khan, Salman Khan, Akshay Kumar, Hrithik Roshan, Ajay Devgn, Shahid Kapoor, Ayushmann Khurrana, Bobby Deol, Kapil Sharma, Ali Fazal, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, Vijendra Singh and many others over the years.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit [www.emamiltld.in](http://www.emamiltld.in) for further information.

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