



PRESS NOTE

**DERMICOOL PRICKLY HEAT TALC
BRINGS OVERHEAD TRAFFIC SHADES TO COMMUTERS
OFFERING MUCH NEEDED RELIEF
FROM THE SCORCHING SUMMER ONSLAUGHT OF
“CHUBTI JALTI Garmi”**

Beats the heat with overhead traffic shades at
Major Crossings across 35 Indian cities

Kolkata | April 2025: Are you a daily commuter? If yes, then waiting at long traffic signals in this scorching summer must be a troublesome experience when you not only have to bear the fierce and direct heat of the sun during daytime but also become more susceptible to summer heat associated problems like heat exhaustion, sweating, body odour and even itching from prickly heat.

Dermicool, one of India’s leading prickly heat powder from the house of **Emami Ltd** is a dermatologist-approved solution for prickly heat that offers the **Double Power of “Neem” and “Tulsi”**. This summer, the brand has launched a thoughtful initiative to ease the summer woe for pedestrians like shoppers, office goers and students, etc and commuters on cycles, two-wheelers and in cars by installing temporary shades at key traffic signals across 35 cities across the country. These shades, in place for a month, offer a brief yet welcome relief from the harsh **“Chubti Jalti Garmi”** of summer. The shades can also help to improve visibility for drivers by reducing glare from the direct sunrays, potentially contributing to a safer traffic environment.

This initiative has been undertaken in phases during the summer season in India this year, spanning 35 locations across the states of Andhra Pradesh, Tamil Nadu, Karnataka, Maharashtra, Gujarat, Madhya Pradesh, West Bengal, Bihar, Uttar Pradesh, Rajasthan, Punjab and Delhi, where summer temperatures consistently exceed 35 degrees Celsius

Besides the above, the brand is also conducting on-ground sampling of **Dermicool Cooling Prickly Heat Talc** to provide immediate relief from heat-induced discomfort and skin problems.



A pilot initiative of this project was conducted during 2024's exceptionally hot summer at key intersections in Kolkata (West Bengal) and Kanpur (Uttar Pradesh) which received an overwhelming positive response from the public, highlighting the brand's commitment to providing tangible relief during the challenging summer season.

Forecasts indicate that the summer of 2025 is expected to be even hotter than the previous year and Dermicool expanding the coverage of its summer traffic shades on a national scale at 35 locations reiterates its commitment to offer cooling relief from the scorching summer discomfort as a purpose-driven brand.

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.emamiltd.in for further information.

For further information, please contact:

Emami Group

Mahasweta Sen

Head -Corporate Communications

Email: mahasweta.sen@emamigroup.com