

# Hindu Business Line

## Emami unveils Rs10 face-wash pack

Date: 17/06/2016 | Edition: Delhi | Page: 3 | Source: Bureau | Clip size (cm): W: 7 H: 6



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Kolkata, June 16

FMCG major Emami has introduced a special pack for its men's fairness face-wash 'Fair And Handsome', targeting audiences in rural and tier III and IV markets. At ₹10 for a 7 g pack, Emami claims the product packaging is unique — "tube packed in a flow wrap covering".

Emami Director Mohan Goenka said: "The launch of the new face wash pack is expected to cater to the aspirations of value-conscious men in untapped markets, beyond urban metro cities." OUR BUREAU