



**Unveil the healthiest skin this winter with the BoroPlus Doodh Kesar Body Lotion**

***#HealthySkinIsWow***

**In its new TVC vivacious Kangana Ranaut shakes a leg with an animated cow. Pop and jazz icon Usha Uthup lends her voice to the cow**

**Kolkata, 8<sup>th</sup> November, 2018:** Championing the cause of **#HealthySkinIsWow**, FMCG major **Emami Limited**, launches the all new **“BoroPlus Doodh Kesar Body Lotion”** to beat winter dryness.

Enriched with the richness of **Milk (Doodh)** and **Pure Kashmiri Saffron (Kesar)**, BoroPlus Doodh Kesar body lotion is 100% ayurvedic & antiseptic. It gives 24-hour intense moisturisation to make skin healthy, soft and radiant naturally. It is suitable for all skin types and is recommended by dermatologists.

BoroPlus brand ambassador **Kangana Ranaut** features in the brand new TV commercial created on a differentiated animation platform. Targeted at young consumers, Kangana shakes a leg with an animated **“singing and dancing cow”** to a peppy jingle – completely breaking away from the typical body lotion approaches to advertising. **Iconic Singer Usha Uthup** lends her rich voice for the ‘cow’ character. Noted ad filmmaker and actor **“Bugs” Bhargava Krishna** has directed the TVC.

**TVC Link:**

<https://www.youtube.com/watch?v=O-CBh5OV35Q>

The new commercial is already on air across national and regional channels. The launch will be boosted through digital platforms as well.

Speaking on the launch, **Ms. Priti A. Sureka, Director, Emami Limited**, said, “Keeping in mind the rising preference for natural and herbal skin care products, we have designed this unique product for superior winter care with the natural goodness of milk and saffron. Both these ingredients are known and proven to be highly beneficial and efficacious for skin care. We believe consumers who use it will be delighted with the experience”.

**SEASON’S HOT PICK**

FREE PACK of 20ml BoroPlus Cocoa Lotion worth Rs 20 with 100 ml BoroPlus Doodh Kesar Body Lotion

BOROPLUS DOODH KESAR BODY LOTION 300ml BUY 1 GET 1 FREE

FREE PACK of 100ml BoroPlus Cocoa Lotion worth Rs 100 with 500 ml BoroPlus Doodh Kesar Body Lotion



BoroPlus Doodh Kesar Body Lotion is available in 20 ml, 40 ml, 100 ml, 300 ml and 500 ml packs at MRP of Rs. 10, Rs. 40, Rs. 85, Rs. 230 and Rs. 280 respectively.

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#### **About Emami Ltd**

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.3 million retail outlets across India through its network of 3100+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 17% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

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

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