



EMAMI INTRODUCES GERMAN BRAND

CREME 21 TO INDIA

Offers German Skincare Expertise to Modern Indian Woman

#AllYourSkinNeeds

Kolkata, 14th December, 2021: Emami Limited, one of the leading Personal and Healthcare FMCG companies in India announces the entry of its international brand - the iconic **German Skincare brand Creme 21** into Indian markets. Creme 21 was acquired by Emami Ltd in January, 2019.

Trusted worldwide across 20+ countries for over 50 years, Creme 21 from Germany is now set to enter the Indian households to offer Indian woman an international standard of daily skin care and hydration – from face to toe. It's fast absorbing, skin safe formula keeps the skin soft, non-greasy that glows naturally throughout the day. **Manufactured in Germany**, using advanced German skincare technology, its revolutionary Vitamin Therapy for deep skin penetration offers a powerful mix of Vitamin E that gives intense moisturization to keep the skin super soft while ProVitamin B5 hydrates and plumps the skin keeping it youthful. Enjoying reputation for its goodness, trust and quality, Creme 21 skincare products are 100% cruelty free without paraben, silicon and micro-plastics.



Speaking about this, **Mr. Harsha V. Agarwal, Director, Emami Ltd** said, ***“Creme 21 is an iconic German skincare brand with strong roots and brand recall for years. Its clutter-breaking bright orange packaging and revolutionary advertising campaigns had been an instant consumer hit from the beginning of the brand’s journey. We believe that Creme 21 would be attract the modern Indian woman who is looking for world class products to stay youthful.*”**



In the first phase, we will introduce Creme 21 skin creams and lotions in India. We have plans to expand the brand offering to new categories in the future. All Creme 21 products will continue to be manufactured in Germany. With a distinct consumer shift towards online purchasing options in current times, we will be primarily leveraging our distribution strength in Modern Trade and E-commerce for the Creme 21 India launch.”

Originally founded by Henkel in the 70s, Creme 21 was acquired by a German businesswoman Ms Antje J Willems Stickel in 2003 who again revived and re-founded Creme 21, GmbH in 2013 to successfully expand its export business across markets. In 2019, when Emami acquired the brand, over 80% of the brand’s business contribution were coming from Middle East and North Africa (MENA) region and the



balance from Germany and other focused countries. Emami identified a strong business fit that enjoyed high brand recall and the advantage of operating in Emami's focus markets and chosen categories. Under the Emami umbrella, Creme 21 successfully forayed into newer geographies of Bangladesh, Sri Lanka, Nepal, parts of Africa and Iraq in a span of around 2 years and now it enters in India.

Creme 21 products in India are available on Amazon and Flipkart.

CREME 21 PRODUCT PORTFOLIO		
PRODUCT	AVAILABLE SIZES	RICE POINTS
1 Day Cream	50 ml	R 229
	50 ml	R 299
Aqua Soft Cream	50 ml	R 225
	50 ml	R 299
Mouth Moisturizing Cream	50 ml	R 295
Aqua Soft Lotion	100 ml	R 399
Mouth Moisturizing Lotion	100 ml	R 399

TVC LINK: <https://youtu.be/xdBhTY0BNpo>

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 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. 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. In 2019, the Company acquired Creme 21, a German brand with strong roots & brand recall. Emami products are available in over 4.5 million retail outlets across India through its network of ~2800 distributors and its global footprint spans over 60 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, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Ayushmann Khurrana, Madhuri Dixit, Katrina Kaif, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Nushratt Bharuccha, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sonu Sood, Sachin Tendulkar, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamiltd.in for further information.

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