



## Navratna Cool Talc becomes Emami's first Rs. 100 crore "hero" sub-brand

- Navratna Cool Talc becomes the first Emami brand extension to join its Rs 100 cr brands club.
- Targets a 25% volume growth Y-o-Y in FY 13
- To roll out campaigns on 'Bina bijli ka Chota AC' connecting with power-cut afflicted consumers as a category expansion initiative from June onwards

Kolkata, May 27, 2013: **Navratna Cool Talc**, a brand extension of the **Navratna power brand** from the house of **Emami Ltd**, has emerged as **the first sub-brand to join its list of Rs 100 crore "hero" brands. Navratna Cool Talc which has created a separate "cool" sub-category in the talc segment** recorded an 80% growth in FY '2012-13. The brand expects to hit a minimum of 25% Y-o-Y growth despite the talcum powder segment in India having hit a near saturation point. The success of Navratna Cool Talc further exemplifies Emami's strategy on building a robust brand portfolio through brand extensions. Navratna Cool Talc currently enjoys a sizeable market share of 18% in the INR 4300 million worth Cool talc & PHP sub-segments of talcum powder.

As a part of its aggressive marketing strategy to achieve the targeted growth, Navratna Cool Talc is going to roll out a brand new TVC strategically positioning the brand as '**Bina Bijli ka Sabse Chhota A C**'. Cosmetic products and talcum powders generally play around the concept of beauty, fragrance and physical discomforts due to natural extremities. Navratna Cool Talc has made a category expansion initiative as a FMCG brand to build a campaign as a relief provider around the concept of extreme physical discomforts during painful long hours of power cuts faced by masses in various parts of the country. Developed by Leo Burnett and produced by Conred, the film for the load shedding campaign has been directed by Gajraj Rao of Code red films.

The roll-out of the new campaign in early-June this year would be done through press ads, TVCs in all major Hindi GEC channels, radio spots and in-theatre commercials targeting the markets of UP, Bihar, MP, Maharashtra, Jharkhand, Chhattisgarh and Tamil Nadu.

This innovative brand communication of Navratna Cool Talc would be coupled with brand new 'Thanda thanda Cool Cool' TVC campaign featuring Bollywood Badshah Shahrukh Khan. As a leg-up to the expansion drive in Southern market, Southern superstar Jr. NTR has been recently roped in by the brand to feature in the same campaign. For the very first time, the brand is also going to use Jr. NTR's image on the product packs down south to provide more thrust to the region specific communication..

"Navratna Cool Talc has been growing at 40% year on year since 2006 although the growth of the talcum powder category as a whole has nosedived. Our strategy to focus on building robust umbrella brands with strong and consumer relevant sub-brands is giving us the envisaged results. The success of Navratna Cool Talc is testimony to this." said **Mr. N. Krishna Mohan, CEO, Sales, Supply and Human Capital, Emami Ltd.**



“Heat, sweat and body odour are the most common but yet unsolved problems that bring discomfort and frustrate our lives – and it reaches its peak during load shedding in hot summer days. Power cuts are highly common especially during the hot summer season when demand far outstrips supply. The creative idea stemmed out of this insight. We wanted to engage consumers with a communication in real but funny situations, which makes them, think "yes, this happens to me also." The music also played an important role to enhance the load shedding idea and the difficulties everyone face during that time." said **Ashwiny Iyer Tiwari, Executive Creative Director, Leo Burnett.**

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**About Emami Group:**

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 crEmami Group. 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 Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandiChyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3500 distributors. Emami’s global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5 years. Over the years Emami’s products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, KareenaKapoor, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, SainaNehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India’s largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world’s 4th largest ball point tip manufacturer; Retail – Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India’s largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

Please visit [www.emamiltd.in](http://www.emamiltd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information

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