



Emami Vasocare “*Mayer Sparsho/ Maa Ka Sparsh*” contest strikes a chord with new-age super mommies and kids

Rituparna Sengupta and her kids turn the spotlights on with a fun filled public appearance

Kolkata, 24th November, 2013: The finale to the **Emami Vasocare “*Mayer Sparsho/ Maa Ka Sparsh*”** contest held at South City Mall, found a doting mother in **Rituparna Sengupta** as she gave away the prizes to the lucky winners of the contest flanked by her kids Ankan and Rishona Niya. What better way to draw curtains on a contest which upholds the timelessness of a mother’s nurturing touch than having the celebrated actor and mother Rituparna Sengupta to do the honours.

A 2-week long contest conducted over different media like radio and digital (brand’s facebook timeline) was recently carried out inviting participants to share their stories and personal experiences on *Mayer sparsho/ maa ka sparsh* (lit: mother’s touch.) Winners went away with exciting gift hampers, top entrees had a chance to meet Rituparna.

“Being a mother, I know how as mothers we all tend to become self-effacing when it comes to our children. Mothers always give us a feeling that all’s well by shielding children from the vagaries of the world, from every conceivable danger—leaving us feeling happy, safe, protected. This is precisely what Mother Nature does. It has such an ennobling impact on us. And now the bounty of Mother Nature has been preserved with care in Vasocare Herbal Skin Jelly which is reminiscent of a mother’s caring touch—a touch that protects and nurtures.” **said Rituparna Sengupta.**

The day began with a flurry of spot contests in which kids and mothers delightfully participated. The Atrium at the South City Mall was decked up to convey the mood of conviviality. The innovative “sparsh” contest caught the imagination of the crowd as the kids scurried for their mothers, blindfolded—once again the connecting link being the characteristic touch of a mother.

Speaking on this occasion, **Ms. Priti Sureka, Director, Emami Limited** said, “The first thing that a child comes to know in this universe is its mother – her touch, her feel, her smell. She is the most special person in one’s life. Since, the emotional core of the Emami Vasocare range is also mother’s healing touch (*Sanjeevani Sparsh Ki*), the “*Maayer Sparsho*” contest is the perfect platform to connect the brand with the bonding as shared by every mother with her child. This entire brand range is green in nature and assures 5 benefits of moisturization, protection, healing, nourishment and relief”

Vasocare Herbal Skin Jelly blends the curative, protective and nurturing properties of Aloe Vera, Tulsi and Chamomile in a unique herbal formula. It is for any part of the body, prone to dryness. It gently relieves, protects, heals, moisturizes and nourishes skin for the healthy glowing look. Enriched with the goodness of herbs reflected by its rejuvenating tinge of green, laced with soothing fragrance, it is the first green alternative in the petroleum jelly market flooded with synthetic products.



About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 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, Kareena Kapoor Khan, 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 and www.zanduayurveda.com for further information

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