

# Emami bets big on wintercare

The Kolkata-based FMCG company has drawn up an aggressive marketing plan, focusing on urban and rural markets to boost its winter sales of skincare products

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"If winter comes, can spring (read fortune) be far behind?" – seems to be the spirit at Emami Ltd, the Rs 2500 crore FMCG flagship of the diversified Emami Group. The Kolkata-based company is betting big on its portfolio of winter brands, especially BoroPlus and Vasocare. It expects these brands to push the topline of the company during this winter and hope these brands to grow faster than the market average. Interestingly, BoroPlus, the more than 40 year old brand already holds a 76 per cent market share in the anti-septic cream category, the brand being endorsed by Big B and Bollywood diva – Kangana Ranaut.

The company is not sitting idle. In fact, Emami has drawn up an aggressive marketing plan focusing both on urban and rural markets to boost up winter sales of its skincare brands. Coupled with various innovative campaigns, product sampling, consumer outreach programmes and digital initiatives, Emami's



winter skincare brands would be introducing exciting price points, contemporary packaging and amazing combo offers under the BoroPlus and Vasocare brands, top company officials said.

"This winter, we will be taking forward the promotional strategies of our

Boroplus brand in a complete 360 degree approach. There will be a formidable presence in the modern trade and digital marketing for increased urban penetration. For our rural consumer base, we will be taking the route of sampling/melas/on-ground activations/merchandising

across consumer touch-points. We are confident of having a robust growth from the various consumer led & trade promotions all through the season," said Priti A Sureka, director, Emami Limited.

She said, "With the advent of the winter, we hope to leverage our strong dis-

tribution network across the country and expand the market for this category. We expect this product range to grow across all demographic segments in the current fiscal."

For BoroPlus, one of the largest skin care brands in the country, Emami Limited will be going national

with its new brand extension BoroPlus Perfect Touch. It is a daily use deep moisturising cream, which keeps the skin healthy and soft. Kangana Ranaut has already been roped in as the face to endorse this latest brand extension of BoroPlus. With its non-sticky, non-oily 24 hr moisture for-

mula coupled with the goodness of ayurvedic herbs and antiseptic action, the new BoroPlus Perfect Touch Soft Antiseptic Cream promises to provide a perfect solution for healthy, bright and fresh skin to women compared to the regular moisturising creams, which makes the face look dark and oily. It can be applied to the skin for deep moisturisation all day round such as after bath, before stepping out and even before going to sleep at night. "Therefore it must do well during the winter," she said.

That's not all. While BoroPlus Antiseptic Cream has launched a new contemporary tub pack format of 7 ml nationally with a price tag of Rs 10, BoroPlus Total Results Moisturising Lotion (badam & milk cream variant) has also launched a new value pack of 500 ml with a price tag of Rs 220. BoroPlus Lotions would be advertised nationally across all mediums and endorsed by Kangana Ranaut and Parineeti Chopra.

Vasocare, which marked Emami's entry in petroleum jelly based products, on its parts, would be giving an interesting combo offers to drive penetration in newer households during this winter. And therefore there are reasons to be upbeat about, said Sureka.

 **Ayurveda Ki Suraksha**

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