

## **Emami launches anti-germ hand sanitizer**

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**Company has prioritised the launch of this Hand Sanitizer**



**BORO  
PLUS**

Advanced  
Anti-Germ  
**Hand Sanitizer**

Alcohol based  
with **Neem & Tulsi**

kills **99.99%**  
germs\*

Recommended by  
**Doctors**

As demand for hand sanitizers reaches a new peak amidst the recent spread of the world pandemic of COVID 19, Emami Limited, manufacturer of personal care & beauty products forays into the hand sanitizer space under its flagship skincare brand BoroPlus by launching the BoroPlus Advanced Anti-Germ Hand Sanitizer.

Emami has prioritised the launch of this Hand Sanitizer – an essential commodity in the midst of the Covid-19 epidemic, ensuring the maximum available production capacity in order to bring an effective product to consumers in the shortest possible time, given the dire need for the same.

Speaking on the launch, Priti A. Sureka, Director, Emami Limited, said, “We are today going through a critical time and our foremost thought is to protect not only our own selves but also our families, friends and people around. It is essential for us to inculcate & adhere to the increased hygiene guidelines as advised in view of the spread of COVID 19. Hand Sanitizers have a key role and are an integral component in this fight against virus infection as stated by the WHO and various clinical establishments. There is a huge gap in the demand & supply of hand sanitizers in the market, which puts all of us at risk. We have, therefore, decided to launch the BoroPlus Hand Sanitizer from the house of Emami Limited. BoroPlus is well known for its antiseptic benefits, being the No.1 Antiseptic Cream brand in the country, and the launch of a hand sanitizer is a natural extension of the BoroPlus brand promise. We will leverage our strong distribution network as well as modern trade and e-commerce channels to make the product easily available.”

The BoroPlus Advanced Anti-Germ Hand Sanitizer has an alcohol base of 70%.