

Crème 21 receives Health Canada's product registration approval for Hand Sanitizer during COVID- 19 Crisis.



Mississauga, Apr 13, 2020 (IssueWire.com) - Emami Limited (NSE: EMAMILTD) a public company based in India, in collaboration with Origami International (Canadian corporation) announced today that Health Canada has granted them the product registration for their Hand Sanitizer brand Crème 21 which will be imported and sold in Canada amid COVID-19 crisis.

'The site license issued by Health Canada is a major milestone for Emami as this helps us in providing the much-needed Hand Sanitizers in Canada in the time of current COVID-19 pandemic crisis' said Sadaf Nadeem, Senior General Manager Regulatory affairs Emami International.

With local distribution partnership with Origami International in Canada, Emami is now in a position to export and sell its Hand sanitizer and hand cleanser products in various sizes and formats such as bottles and tubes. To Support the Canadian Government's initiative against COVID-19, Origami in Canada has provided its commitment to supply the Hand Sanitizers made by Emami through their manufacturing facilities in India and Dubai until the COVID-19 crisis prevails.

Emami has always been at the forefront during emergency situations and has stepped up during this current time of crisis as well. 'Emami is committed to helping both the government and consumers in getting all products that shall be beneficial in the fight against COVID-19' said Vivek Dhir, CEO of Emami's International Business. 'Emami will utilize its global reach and scientific expertise in developing and supplying hygiene products such as Hand Sanitizers, Hand washes, cleansing gels, and natural health products and supplements which shall help enhance the immune system to fight against Corona Virus. We are aligned and suitably positioned to service the Middle East as well as North American region to fight against this pandemic' said Prashant Goenka, Director International Business Emami Limited.

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About Emami:

Web: www.emamilttd.in

Emami Limited (NSE: EMAMILTD) is one of the leading and fastest-growing personal and healthcare businesses in India, with an enviable portfolio of household brand names such as BoroPlus, Navratna, Fair and Handsome, Zandu Balm, Menthol Plus Balm, Fast Relief and Kesh King. Established in India in 1974, Emami has a portfolio of over 300 + products based on ayurvedic formulations, Emami's current operations comprise more than 60+ countries including SAARC, MENAP, SEA, Africa, Eastern Europe, and the CIS countries. Over 130 Emami products are sold every second somewhere around the world. Emami Limited, the flagship company of the Group, recorded a turnover of Rs 2693 crore, in 2018-19.

About Origami:

Web: www.Origamiinternational.com

Origami International is the Site license holder for Canada which holds the site license authorization for Crème 21 Sanitizer through the foreign sites approved by Health Canada until the COVID 19 duration response period is applicable.

About Emami Director:

Mr. Prashant Goenka is the Director of Emami Group. With his expertise in markets like the Middle East, Africa, South East Asia, Russia & CIS and SAARC head the International Business of Emami Limited. His deep knowledge about the overseas markets coupled with strategic vision has helped Emami to establish itself as a leading herbal and natural personal care manufacturer in the international arena. Being passionate and result oriented, Prashant spearheads a team of high performing professionals across geographies delivering sustained growth. An MBA in Finance & International Marketing from the University of Wales, College of Cardiff, UK, Prashant is a member of various reputed industry chambers such as Indo-American Chamber of Commerce, Confederation of Indian Industry [CII] and Merchant Chamber of Commerce. Being a dynamic leader, Prashant is determined to grow the Emami brand as a household name across the globe.

About Emami CEO:

Mr. Vivek Dhir is M.Sc.(in Chemistry) & MBA (in Finance & Marketing). He started his professional career, in one of the oldest & Largest Ayurvedic, Natural products companies in India. Having worked for around 25 years in various leadership roles, he gained knowledge and experience of Natural, Herbal & Ayurvedic products, across the geographies of India, Indian Sub. Continent, South East Asia, Middle East, North Africa, Sub Sahara Africa, EU, Russia, CIS, and various other Western Developed Markets. With substantial global experience, He was inducted to head the International Business for Emami Group, for which he has been in-charge for the last 2 years & 6 months now. Brand Creme21 was acquired last year, from a German company, and now part of Global Power Brands of Emami International.

About Emami Regulatory Head:

Mrs. Sadaf Nadeem Viqar is Masters in Drug Discovery from the prestigious London School of Pharmacy UK and holds a Bachelor's in Pharmacy degree. She is the Regulatory and Compliance Head of Emami International stationed in Canada with more than 17 years of regulatory experience in Middle-east, North Africa, Americas, and Europe and has led the team to obtain the regulatory approvals for this region and across the globe.



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