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Emami offers Zandu Pure Honey without added sugar

Bhubaneswar/ Kolkata, January 25, 2016: Zandu Ayurveda, from the house of Emami Limited introduces Zandu Pure Honey, in the honey category of the Indian Market. Honey is being consumed for various health benefits like fitness, weight management, sore throat etc and it is effective only in its purest form. Keeping this in mind, Zandu has introduced a product which gives 100% Guaranteed Purity with No Added Sugar which is scientifically tested in German Laboratory.

Speaking on this occasion, Mr. Ajith Babu Narasimha, CEO, Healthcare Division, Emami Limited said, "Adulteration in Honey is rampant in the market today with most of the products having added sugar. Consumers are skeptical about the presence

of added sugar / jaggery/ rice syrup in honey that they consume. In such a scenario, our objective is to provide



consumers, with honey that is 100% pure & natural that is available in the market today and is the only brand that they can fully trust."

Targeting the entire family, with a primary focus on fitness conscious women between the age group of 25-45 years apart from the elderly and children, Zandu Pure Honey is available

in a pack sizes of 100 g, 250 g and 500 g priced at Rs 75, Rs 165 and Rs 270 respectively.

Although honey is not a seasonal product but its consumption increases during winter particularly in the in colder climates since it helps to keep the body warm and is an effective cure for cough & cold. The launch of Zandu Pure Honey would be supported by an integrated communication strategy through Print and Audio-Visual promotions. A brand new TVC directed by Samir Tiwari from the Production house Working I Films is on air.