

Godrej launches improved Cinthol range...

Godrej Consumer Products Ltd. a major player in the Indian FMCG Market with leadership in the personal care, hair care and fabric care categories, today unleashed **24-hour Confidence** with the launch of the new, improved and expanded Cinthol range of soap, talc and deo with Bollywood's hottest hunk Hrithik Roshan as the new brand ambassador.

Cinthol the popular and much-loved brand of Godrej Consumer Products Limited (GCPL), now offers a Deo range of soaps, talc and deo sprays in three exciting fragrances - Classic, Cologne and Sport in a trendy new packaging. It also offers Cinthol fresh soap and Cinthol Regular soap with new exciting packaging. The eye-catching and vibrant packaging symbolizes a sense of adventure, zest and action.

Speaking at the launch, **Mrs. Tanya Dubash, Executive Director and President (Marketing) Godrej Industries**, said 'The new Cinthol range is a result of research with consumers and stands for Confidence of Achievers who constantly strive to realize their aspirations without stopping. Cinthol give them **24-Hour Confidence and** enables them to lead a '**Don't Stop Life**'.

'Hrithik Roshan with his boundless energy and passion to excel was our obvious and most appropriate choice for Brand Ambassador. He exudes Confidence and doesn't stop till he meets the high benchmarks he sets for himself.'

Cinthol Brand Ambassador, Hrithik Roshan added, 'It's an honour for me to be associated with a brand like Cinthol which has such a strong legacy. As Cinthol is all about **24- Hour confidence**, energy and a '**Don't Stop**' attitude it was very natural for me to associate with this brand. Its in perfect sync with my lifestyle & attitude'

The new Cinthol range brings 24-Hour Confidence through Active Deo Formula, which controls body odor, Powerful DryShield that absorbs sweat, UltraScent Technology for long lasting fragrance and Freshness that revitalizes you 24x7.

The New Cinthol range will be available across the country at modern retail and other outlets and will be supported by high-impact advertising on television, print, out-door, on-line and radio.

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