

ENGAGE

One Soul: Live Gender-free!

**ITC Engage goes beyond the binary
Launches its first ever gender-free fragrance, One Soul**



New Delhi, January 10, 2023: ITC Engage, one of India's leading fragrance brands, strengthens its premium portfolio by introducing its first gender free fragrance - One Soul. With the launch of this one-of-a kind, gender-free fragrance, the brand aims to transcend gender boundaries to celebrate inclusive grooming.

Inspired by the blue skies and open spaces, One Soul matches the free soul sensibilities of individuals and has notes that have both masculine and feminine elements. Its radically fresh composition of sparkling citrus & crisp aromatic spicy notes blended with smooth amber & woods, is an expression of the non-binary, gender fluid environment.

Engage further augments its original premium Eau de Parfum fragrance range with the addition of four new fragrances. The new range is designed to suit occasions with distinct scents for Day and Night wear. It offers bright and energizing day fragrances and romantic night fragrances which are a perfect blend of light scents with woody, vanilla, and rose notes for a fresh and long-lasting fragrance appeal. One Soul is a distinctive part of this new Engage Eau De Parfum range.

ENGAGE



Commenting on the launch, **Mr. Sameer Satpathy, Divisional Chief Executive, Personal Care Products Business, ITC Limited, said,** "Since its inception, ITC Engage has continuously pushed boundaries to redefine the fragrance and grooming category. This new range of Engage Eau de Parfum introduces nuances in grooming with specially designed fragrances for occasion-based wear for day and night. With One Soul, ITC Engage takes a step forward to make grooming more inclusive and transcends traditional gender norms to introduce its first gender free fragrance. With the launch of this range, it is our endeavour to bring fragrances of international quality and standards to consumers at Indian prices."

With the new EDP launch, Engage perfumes have set the benchmark for fragrance creation in India. Crafting safe on skin, IFRA compliant fragrances with superior quality and better retentivity, Engage ensures that consumers enjoy the art of perfumery with confidence and style.

The new Engage Eau de Parfum range including One Soul is available on [Amazon](#), [Nykaa](#), [ITC E-store](#), [Flipkart](#), [Purple](#) and leading offline stores at an MRP of INR 599/- for 100ml.



Engage Indigo Skies for men is a bright and energizing day fragrance enveloping the grand fusion of aromatic lavender and rich earthy woody notes. The sparkling diffusion of bergamot and spices makes it a crisp, fresh, and uplifting addition to the morning routine.

ENGAGE



Engage Amber Hues: The fruity and ambary notes of **Engage Amber Hues** for men make it a provocative, warm, and oriental fragrance for the night.



Engage Verona for Women is a classic day fragrance with a concoction of citrusy, fruity, and floral notes. The addictive musk and nutmeg notes infused with sandalwood make it playful and fresh.



Engage Fantasia has been inspired by the dynamic characteristics of women. The citrusy, floral, and spicy notes mixed with tonka beans and vanilla are perfect for those special date nights when you want to look and feel astounding.

About ITC Engage:

ITC Engage launched in 2013, is one of India's leading fragrance brands. Engage brings to bear the interesting proposition of playful chemistry between him and her. With One Soul, it transcends the gender norms to celebrate inclusive grooming. The Engage portfolio comprises a wide range of deodorants, Cologne Sprays, premium perfume sprays. ITC Engage disrupted the fragrance category with the introduction of the first Pocket perfume - Engage ON. Engage L'amante marked the foray into premium fragrances and the most recent addition to the repertoire of fragrances is Engage L'amante Click & Brush that heralds in a new perfuming



gesture.

For more information visit www.engagedeo.com | www.facebook.com/Engage | @Engagedeo

For more information

Shaida Sharma | PR Pundit

Shaida.s@prpundit.com

+91 9654160670

Saheli Chatterjee | ITC Limited

Saheli.chatterjee@itc.in

+91 9163323848

www.engagedeo.com | @EngageDeo