

Emami introduces Navratna Oil variant

Shilpa Shetty to endorse the new non-sticky oil

OUR BUREAU

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Emami Ltd has introduced a new variant of Navratna Oil. The new product, Navratna Almond Cool Oil, is being positioned as a value-added Ayurvedic product.

Primarily targeted towards women who prefer non-sticky oils, the product is expected to help Emami's hair oil brand portfolio reach out to a wider consumer base.

Bollywood actor Shilpa Shetty has been roped in to endorse the new variant, re-joining the Navratna Cool Oil endorsers' club after almost a decade.

Speaking on the occasion, Harsha Vardhan Agarwal, Director of Emami Ltd, said: "Navratna has been the popular choice of the consumers for cooling, relaxation and relief for more than two decades. Navratna Oil enjoys a volume market share in excess of 60 per

cent and is a category leader."

He said the new introduction is prompted by faster growth in the premium segment.

"The value-added consumer market has been growing at a faster rate due to premiumisation and specificity of benefits being offered. Hence, with Navratna Almond Cool Oil, we are confident of reaching out to a wider audience which will help us to consolidate our leadership position and accelerate the brand's growth to further heights."



Shilpa Shetty

TV commercial

A new television commercial featuring Shetty has been developed by Orchard India and directed by internationally renowned ad filmmaker Uri Shizer.

The ₹700 crore plus Navratna branded products now include Navratna Oil, Navratna Xtra Thanda Oil and Navratna Almond Cool Oil, endorsed by Amitabh Bachchan, Shah Rukh Khan and Shetty, respectively.

The brand also extends to Navratna Cool Talc with six variants.