



# NAVRATNA COOL OIL LAUNCHES BIG B IN A NEVER SEEN AVATAR

The legendary actor rhythmically captures the iconic “Champi” song ‘*Sar Jo Tera Chakraye*’  
in a unique Acapella style

This clutter-breaking recreation by Navratna Cool Oil gets digitally released on Youtube

Kolkata, March 20, 2018:

**Navratna Oil**, the ayurvedic therapeutic cool oil brand from the house of **Emami Limited**, launches **Big B - Amitabh Bachchan** in a never seen avatar of an ‘**Acapella**’ singer. In a brand new music video, Big B can be seen crooning the iconic song ‘*Sar jo teda chakraye*’ from the film *Pyasa* in an acapella style. Big B lent his baritone voice for this experimentation for the very first time in his entire illustrious career and has once again rewarded his fans with something to rejoice for.



**Acapella** is group or solo singing in choral style which is without instrumental accompaniment, where the background music is usually created by beats made by the human mouth, usually one linking to the other one, like hitting the floor, then the desk, then the wall to make a beat that goes together, while actually singing the song. Meaning “in chapel style” in Italian, acapella originated from religious music composed for use in chapels – which, unlike large churches, had no organs to accompany the song.

Created by Leo Burnett Orchard and directed by **Nitesh Tiwari** of ‘*Dangal*’ fame, the **Navratna Acapella** number sung by Big B has been **digitally released on Youtube today**.

Speaking on this occasion, **Mr. Harsha V Agarwal, Director, Emami Limited**, said, “*Sar Jo Tera Chakraye*, is one of the iconic musical hits from the movie ‘*Pyasa*’ that people still love to hum. The song and its portrayal of a barber offering relaxing *Champi* has a very natural correlation with our brand Navratna which when applied for a head massage also offers instant relaxation from stress, tension, headaches and sleeplessness. It is almost as if the song had been written for Navratna only! We wanted to do something engaging for our consumers with this song and our brand ambassador, Mr Amitabh Bachchan. Mr Bachchan, a powerhouse of talent, is one of the most innovative & experimental artist even at this age. We are very happy that he agreed to don this new hat of an acapella singer for our brand Navratna that has every potential to make you feel relaxed and stress-free”

Incidentally, the same song in a winning combination of Navratna and Mr Bachchan as ‘Rahaat Raja’ created quite a stir last year in a TVC.

**Mr. Nitesh Tiwari, the film’s director added**, “The music format of acapella is growing in popularity among the young music lovers of today. We found that the rhythm of Acapella style of singing has a very direct correlation with the rhythmic sounds and actions created by barbers while giving relaxing *Champis* to their clients. Mr. Amitabh Bachchan, the brand ambassador, also got instantly enthusiastic on learning about this idea and



promptly agreed to lend his voice to this experimentation. It has been a wonderful experience for all of us and we have released the music digitally to connect better with today's consumers who are digitally active and also love Bollywood music."



To enjoy this Acapella number by Big B, please click on the following link:

<https://youtu.be/zddMv3uWlA>

The **Navratna** portfolio, from the FMCG major **Emami Limited** consists of **Navratna Oil**, **Navratna Xtra Thanda Oil**, **Navratna Almond Cool Oil** and **Navratna Cool Talc**.

---

#### **About Emami Limited:**

Emami is one of the leading FMCG Companies in India in Personal & Healthcare Space and is the flagship company of the diversified Emami Group of Companies. It is engaged in the business of manufacturing and marketing personal care, healthcare and beauty products. The Company's portfolio comprises more than 300 products. Emami's leading brands are Navratna, Boroplus, Zandu, Fair and Handsome and Kesh King.

Emami has a strong domestic distribution network of more than 3,500 distributors and 4,000 sub-distributors, with a direct reach across 725,000 retail outlets.

Emami also exports to over 60 countries and has a strong presence in Russia, CIS, GCC, SAARC and African countries. It has subsidiaries in UAE, Bangladesh, Srilanka, Egypt & Australia.

Emami is listed on the Indian Stock Exchanges and currently has a market capitalization of approximately USD 4.5 bn.

---

#### **For further information, please contact :**

**Mahasweta Sen** | Head -Corporate Communications & AVP | Emami Group | Mobile: +919836292392  
**Pritha Roy Chakrabarti** | Asst.Manager – Corporate Communications | Emami | Mobile: +919903994787