



ZANDU BALM PARTNERS WITH BOLLYWOOD ACTOR SONU SOOD, THE MAN WITH A GOLDEN HEART

URGES INDIA TO HAVE A SPIRIT OF 'CHALE CHALO'

Kolkata, 3rd August 2021: Zandu Balm, the iconic pain relief solution for over 100 years, manufactured and marketed by Indian FMCG major **Emami Limited**, has recently roped in Bollywood actor **Sonu Sood, known for his golden heart**, as its brand ambassador.

Being a man with a kind heart by nature, actor Sonu Sood has always been well known for his humanitarian and philanthropic activities for underprivileged people over the years. This humane side of the actor came all the more to the limelight when he took personal interest and initiative to help thousands of poor and hapless migrant workers of Mumbai to reach their native places safely in the midst of nationwide lockdown on account of Covid pandemic crisis.



As explained by **Mr. Mohan Goenka, Director, Emami Limited**, “COVID-related stress has inflicted millions of people with headaches, body pain and fatigue. Job losses, pay cuts, health hazards, general uncertainty of the environment and work-from-home leading to multitasking with no house help, all have resulted in people getting affected with severe mental and physical stress. Zandu Balm, a trusted ayurvedic pain solution offered relief to many from these afflictions. Somewhat similarly, we all have witnessed how a wonderful person like Sonu Sood rose up to the occasion during the hardest times of Covid pandemic crisis and tried to alleviate the pain and despair of the distressed migrant workers and many other poor people by arranging transport and other relief works through his own personal initiative. We believe that our iconic brand Zandu Balm’s brand philosophy and values resonate with the philosophy



and values of our new brand ambassador of being a one stop solution for people in pain – thus offering a perfect brand connect.”

Commenting on the brand association, **Mr. Sonu Sood** said, “Pain and misery of people have always ached my heart and throughout my life I have made some humble attempts to relieve people from their anguish with whatever means I have. Zandu Balm, an iconic Indian brand, has also been alleviating pain over many decades for crores of consumers coming from all strata of the society. I found this brand philosophy to be echoing my life’s values of helping distressed people. I believe that pain and misery are part of our life but we should overcome them and move ahead. I feel this association has a strong connect. We both believe in ‘Chale Chalo’.”

Directed by Vishal and produced by creative agency Vox Parables, Zandu Balm’s new television commercial featuring Sonu Sood has recently been released.

TVC Link: <https://www.youtube.com/watch?v=wz48eulE8zY>

Zandu Balm is the No.1 pain relief balm in the INR 1200 cr + Indian balm market, by virtue of the trust that it enjoys across crores of households. Zandu Balm’s unique ayurvedic formulation offers fast action and fast absorption to provide quick pain relief from stressful conditions of headache, body ache and cold.

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. In, 2019, the company acquired Creme 21, a German brand with strong roots & brand recall. Emami products are available in over 4.5 million retail outlets across India through its network of ~3200 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 10% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Ayushmann Khurana, Madhuri Dixit, Katrina Kaif, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.
Please visit www.emamiltd.in for further information.
