

## Malaika & Katrina to warm up city folks with cold balm

Our Correspondent

**Kolkata:** The Emami Group has done almost the impossible by getting on their bandwagon two of India's hottest beauties and the two biggest hits in the country at present. The city-based group, which recently acquired the rights to *Munni Badnam Hui*, visualized on Malaika Arora Khan, now also has Sheila ki jawani, with Katrina Kaif raising the mercury.

While *Munni* has been selling the group's popular brand of pain-reliever Zandu Balm, Kat and Sheila will be used to sell Emami's winter moisturising lotion under the brand name of Boroplus.

"We are using a certain portion of the song 'Sheila Ki Jawani' and have integrated it in such a way that both the brand and movie are promoted," Emami director Harsh Agarwal told journalists. The song is from Farah Khan's forthcoming attraction *Tees Maar Khan*, starring Akshay Kumar and Katrina, to be released on December 24.

The company has associated with the film's producers for the initiative and the new TV promo would be aired by this week.



■ Malaika Arora



■ Katrina Kaif

"We have got the right to use the visual and the song. The promo will be on air till the film is released," he said.

On Tuesday, the company had signed Malaika as the brand ambassador for its pain reliever brand, following the success of *Munni...* from the film *Dabangg*. Malaika, who will endorse the brand for the next two years, is reported to have been paid ₹1 crore for the

deal.

While the ad will be shot in Tamil and Telugu, the Hindi version has been directed by Adman Prahlad Kakkar in Mumbai.

While shooting for the campaign, Malaika Arora expressed her thrill to be part of the hugely successful item number, which brought her to a fresh spate of fame. "It is like déjà vu. I am thrilled to be dancing to Zandu Balm all over again. It brings back memories," she said.

Emami, which bought the rights for *Munni* from T-Series, hopes to connect to young consumers through the TV commercial as part of an evolved strategy. "With *Munni* dancing to Zandu Balm we will connect with the younger generation and reinforce the brand name once again," Kakkar said.

Emami director Mohan Goenka felt that consumers would enjoy the film and the ad campaign would evoke a strong response. "We are confident that the ad will generate popularity for the brand amongst Generation Next consumers, adding to its mass appeal as has already been done with the songs," he said.