

Amitabh Bachchan sings for Emami Ad jingle

Amitabh Bachchan, brand ambassador for Emami's Navratna Oil (NRO), has lent his voice to the latest ad jingle for the Re 1 sachet of NRO and has taken part in its composition. The TVC, which is set to go live shortly, is directed by Sujoy Ghosh with Vishal-Shekhar as the music directors. The film has been conceptualised and executed by advertising agency, Mudra Communications.

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