

Emami settles case over Zandu Balm song; to use for ads

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Emami Ltd, the owner of Zandu Balm, today said its copyright infringement dispute with the production company of Salman Khan starrer *Dabangg* had been amicably settled between the two parties.

Subsequently, the company will be using the chart-buster *Munni Badnaam* for its promotional campaigns, while it is still in talks over using Malaika Arora Khan, who did the item number in the film, as the brand ambassador for Zandu Balm. Last week, Emami had served a legal notice to Arbaaz Khan Productions against the usage of 'Zandu Balm' in the hugely popular item number in the film alleging copyright infringement.

"We should begin with the new ads in a day or two as the issue has been settled and some parts of the song



Actor Malaika Arora Khan in the song *Munni Badnaam*

will be used in Zandu Balm's advertisements," Emami's Director Mohan Goenka said. Prominent advertising professional Prahlad Kakkar has been mediating between Arbaaz Khan Productions and Emami since the row broke out. "We have come to a mutual agreement. At least, the earlier stand-off has been cleared," Arbaaz Khan said without divulging details.