

Emami ropes in Bipasha Basu as its brand ambassador

Our Bureau
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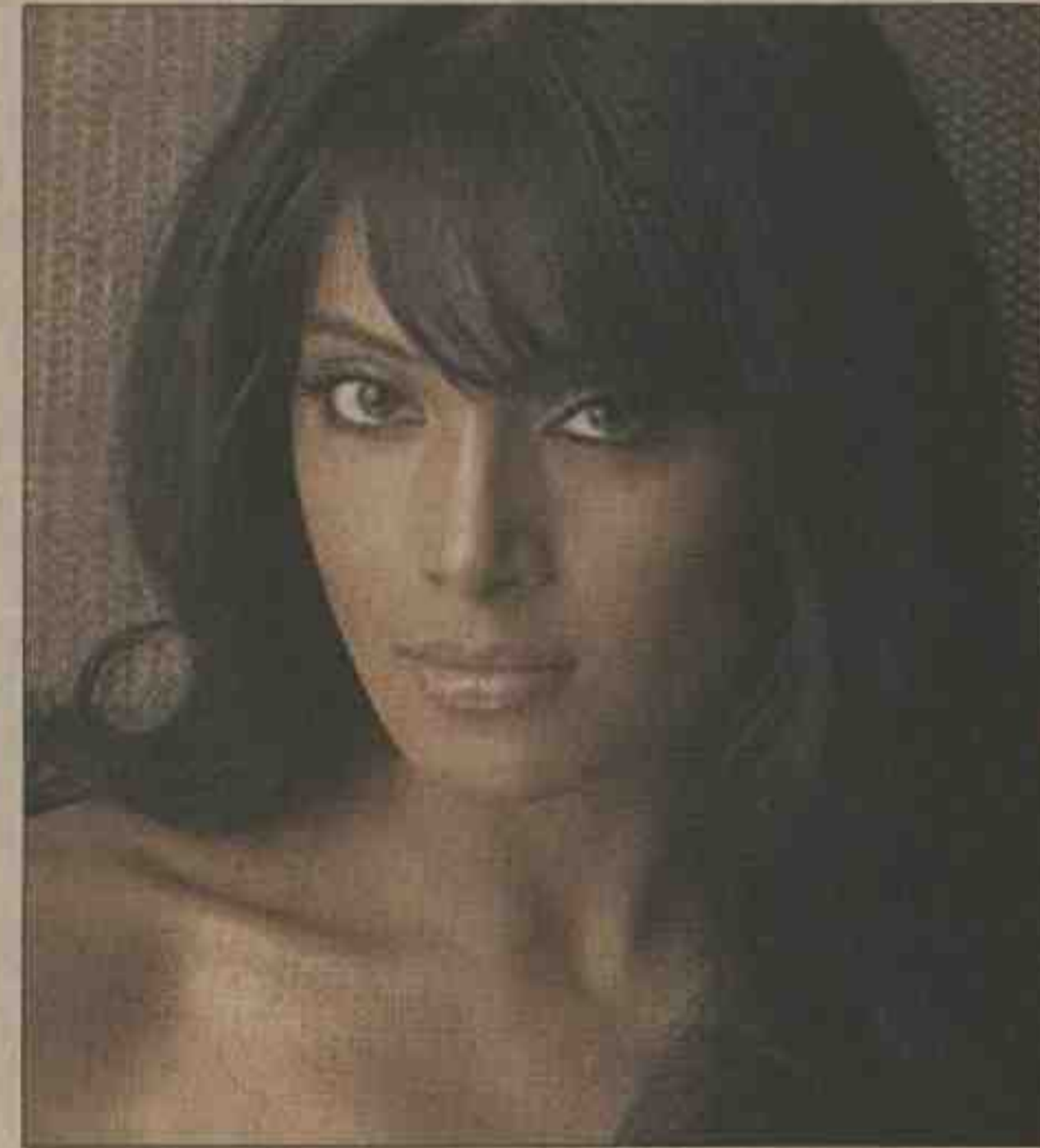
MUNNI aka Malaika Arora Khan may have to wait a while to board the official Zandu bus, but it's all clear for Bips. The Kolkata-based FMCG major, Emami, has roped in Bollywood diva Bipasha Basu as its brand ambassador for three years. While Emami is tightlipped about the details, a person close to the development said the three-year contract is estimated to be over ₹3-4 crore.

Emami, which has an annual marketing budget of over ₹200 crore, plans to spend ₹8-10 crore every year towards advertising and promotion of the brands associated with the Bollywood star.

"The deal has just been signed with Bipasha who will promote the top brands from our portfolio in the skincare and personal care segment," said Aditya V Agarwal, director, Emami. The advertisement featuring Bipasha is likely to be unveiled during the forthcoming festive season.

The company is betting big on Bipasha and hopes the sale of brands endorsed by her to double. "The sales doubled when Amitabh Bachchan started endorsing Boroplus, and Shah Rukh Khan featured in the advertisements of Navratna oil and talc," said Mr Agarwal.

Emami also has brand associations with other



BRAND-NEW DEAL: Bipasha Basu

celebrities such as Kareena Kapoor, Preity Zinta and MS Dhoni.

Meanwhile, Emami is still in talks to bring Malaika Arora Khan on board for Zandu balm. "The sales of Zandu Balm are increasing at a rate of 45-50%," said Mr Agarwal.