

## **Emami Likely to Ink Hrithik for Zandu Balm**



**NEW DELHI** Kolkata-based consumer goods firm Emami Ltd is close to signing up Bollywood actor Hrithik Roshan as the new brand ambassador for its pain relief brand Zandu Balm. Emami that had recently roped in 'Munni' Malaika Arora Khan, has approached Hrithik to endorse Zandu and is expected to ink the deal soon, according to sources. When contacted, Emami Director Harsh Agarwal, declined to confirm the development and said, "We can not comment." Other popular names that are currently cheering for the product include Sehwaq, Malaika Arora, Junior NTR and Suriya. — PTI