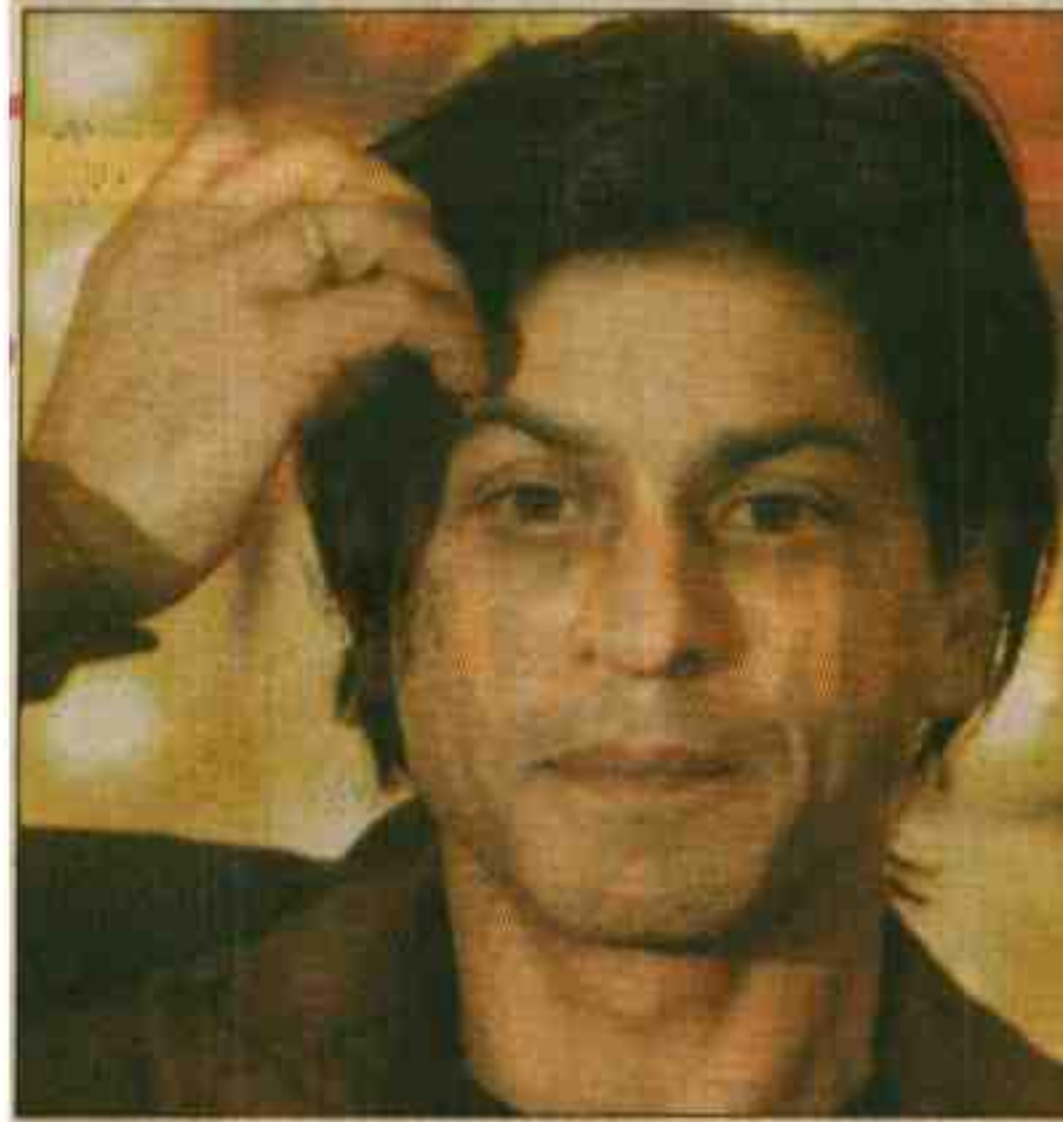


Emami renews contract with Shah Rukh Khan

NEW DELHI: Kolkata-based FMCG company Emami has renewed its contract with Bollywood superstar Shah Rukh Khan for its men's grooming product, 'Fair and Handsome' as part of a strategy to make it a Rs 200-crore brand in the next two-three years. "Our association with Shah Rukh Khan has been very rewarding. We have renewed the contract with him for the next two years," said Emami director Aditya Agarwal. Khan was signed up as the brand ambassador of the product in 2007. Agarwal claimed that 'Fair and Handsome'



brand has been one of the largest selling men's grooming product in the country and has already crossed over Rs 100 crore sales over the last three years. Agarwal said the company is also planning to expand the product offering under the 4-year-old brand by introducing more items under it in the future. "We will be extending the brand with new launches and we are also working on a new marketing campaign."