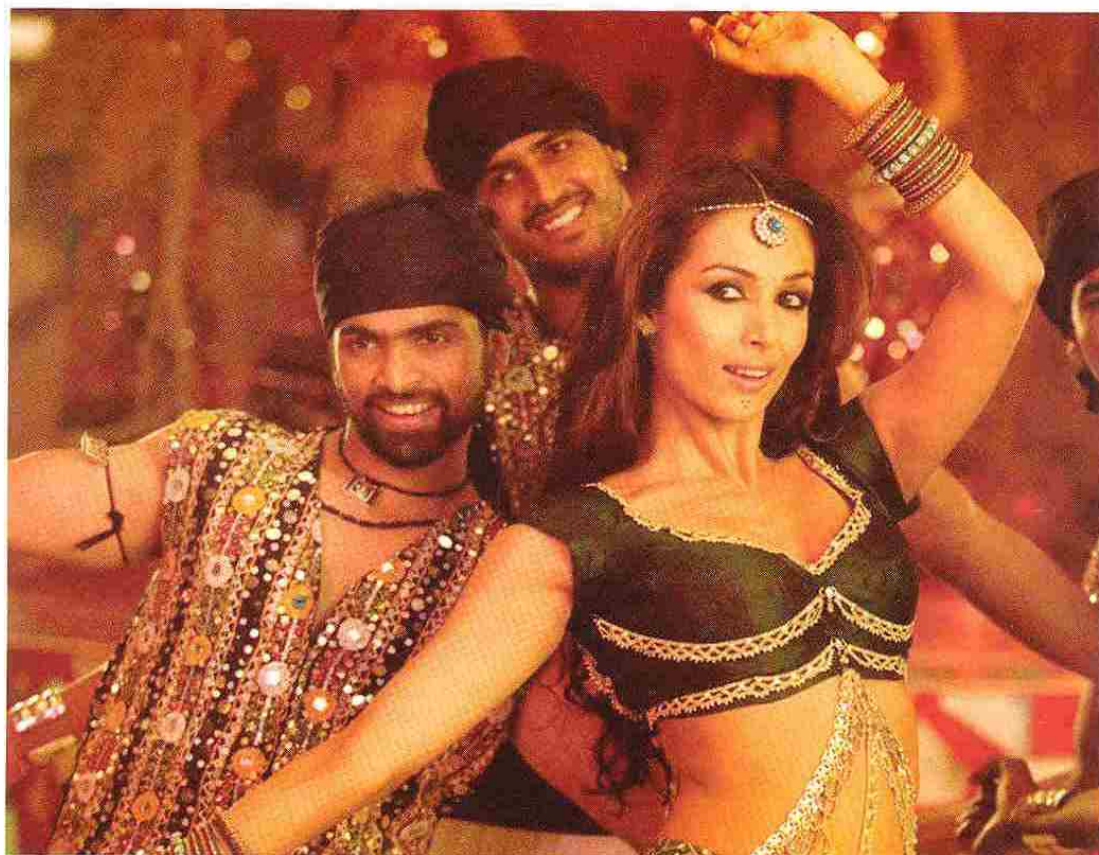


## Campaign India

### Malaika to don the Munni avatar in new Zandu TVC

Date: 18-12-2010 | Edition: Mumbai | Page: 6 | Source: Bureau | Clip size (cm): W: 14 H: 15

Clip: 1 of 1



### Malaika to don the Munni avatar in new Zandu TVC

The Emami Group has decided to cash in on the Munni craze by bringing in Malaika Arora Khan for its latest advertisement for Zandu Balm. Keeping the flavour of the Bollywood number from Dabangg, Prahlad Kakkar has shot the commercial which will be featured in Hindi, Telegu and Tamil.

Commenting on this move, Mohan Goenka, director, Emami Limited, said, "We feel consumers will enjoy the film and the campaign

will evoke a strong response. We are confident that the ad-film will generate popularity for the brand amongst the generation next consumers adding to its mass appeal as it has already done with the 'Munni Badnaam' song."

Emami has also bought all the rights for the song from T-series. On the commercial, Prahlad Kakkar said, "With Munni dancing to Zandu balm we will connect with the younger generation and reinforce the brand name once again."