

Zandu joins IPL bandwagon

TIMES NEWS NETWORK

Kolkata: Close on the heels of coming under Emami's umbrella, Zandu is now all set for an African safari. The Emami group firm has joined Indian Premier League (IPL) team Mumbai Indians as associate sponsor for 2009 and 2010 and will promote its brand through various marketing campaigns. Zandu will have the right to utilise Mumbai Indians' logos and marks in its advertising and communication. It may be noted that Idea Cellular is the main sponsor of the IPL team owned by Reliance Industries along with other sponsors like Mastercard.

The managing director of Zandu Pharma, Harsh Agar-



IN THE FRAY: Emami group co becomes associate sponsor of Mumbai Indians

wal said it will promote some key brands through iconic players of the Mumbai Indians team including master blaster, Sachin Tendulkar, ace pacer, Zaheer Khan, spin doctor, Harbhajan Singh and all rounder Sanath Jayasuriya amongst others.

Commenting on the partnership, he said, "Cricket is worshipped in our country and what better opportunity we could look at than to be associated with IPL. This affiliation will also provide an exclusive platform for Zandu to reach out to the thousands of cricket fans across India". According to him, the Zandu brand name will be embossed on the top right of the uniforms of the players. "It will retain the right to use images of these players in advertising and promotion for exclusive campaigns. We may also launch ad commercials with the iconic players of Mumbai Indians," he added. The group has earlier sponsored Cricket Association of Bengal and Delhi Cricket Association.