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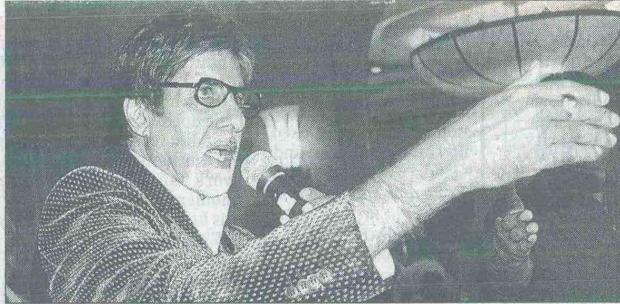
Bollywood Shahenshah To Also Help Frame Lyrics For TV Commercial

TIMES NEWS NETWORK

Kolkata: It all started with *Mr Natwarial* 30 years back when the Big B, Bollywood titan Amitabh Bachchan, first sang in a movie whose lyrics ran *Mere Paas Ao Mere Dosto*. The journey continued through blockbusters like *Silsila* and *Muqaddar Ka Sikandar*.

Now, in the 40th year of his career and on the eve of the Bengali New Year, the state's most famous son-in-law is starting a new innings by humming an ad jingle for Kolkata-based Emami's TV commercial for Navratan Oil "*Thanda thanda coolam coolam paramanandam*".

More significantly, the shahenshah of Hindi movies has even contributed to the composition of the jingle for the Re 1 sachet of the hair oil from the Emami stable. The TV commercial, which is set to be aired shortly, is directed by Sujoy Ghosh of *Jhankar Beats* fame with Vishal-



ON A DIFFERENT NOTE: Amitabh Bachchan

Shekhar as music directors.

The advertisement has been conceptualised and executed by advertising agency, Mudra Communications. Aakash Neil Dasgupta, group head (copy), Mudra Communications, pointed out that the tinsel town pasha's involvement in making of the

film was unprecedented.

Dasgupta, who had earlier worked with Bachchan in a Unicef commercial, said, "He was personally and emotionally engrossed with the creation of the theme song and finally in singing it. He spent hours in the studio providing inputs on composi-

tion, tuning etc, with music directors Vishal-Shekhar. The ad was complete in a fortnight, including two days of shooting. It was a fabulous experience."

Dasgupta said the commercial would be aired later this week and the duration would be 45 seconds. "I have written the song with the help of the maestro," he added. Ghosh, who is also doing a feature film *Aladdin* with Bachchan, was ecstatic. "Working with him is a great learning experience," Ghosh said.

The Navratna Oil sachet is primarily aimed at the semi-urban and rural markets. Commenting on the commercial, Emami director Harsh V Agarwal said: "We feel consumers will enjoy the film and can connect easily as tension, stress, fatigue, and headaches have now become an inescapable part of our daily existence." "We are confident that the ad film will generate volume growth for the brand," he added.