

## Raju Hirani to direct Emami ad

Emami has roped in Raj Kumar Hirani to direct a commercial to promote a product extension of Boroplus brand on the theme of his entertainer, 3 Idiots. The Hirani powered commercial of Emami will hit the screens in late April. It will promote Boroplus Prickly Heat Powder (BPPHP), an Emami power brand. The commercial will feature Kareena Kapoor as well.