

HFR brand bags three ad awards

Kolkata: Brand HFR (Himani Fast Relief) of Emami Ltd has won three awards at the just concluded Goafest 2009. Its ad film won three medals, including two silvers and a bronze.

While the TV commercial was conferred silver medals in the films singles and film craft categories, it bagged the bronze medal in original music score segment. This time, no gold medals were awarded in the films category.

Meanwhile, Emami has formed a committee of directors to evaluate restructuring of the FMCG business, including the benefits of merging Zandu with it. TNN