

Kangna, Birju Maharaj New Stars on Emami List



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Emami has signed classical dance guru Pandit Birju Maharaj and cinestara Kangna Ranaut as brand ambassadors for its Zandu range of healthcare products and soon-to-be-launched skincare products, respectively. *Emami is rolling out new skincare products under the 'Pure Skin' label.*

While Emami declined to comment on the endorsement deal size, two industry officials pegged it around Rs 1-2 crore each.

The Kolkata-based makers of Boroplus antiseptic cream, Navaratna hair oil and Fair & Handsome men's fairness cream has signed Kangna for two years and the deal with Birju Maharaj is also for more than a year. "The Pure Skin products will target

the mass market and Kangna... will strongly appeal to this segment," said Emami Ltd director Priti Sureka. The Pure Skin portfolio will consist of talcs, creams, lotions and will be rolled out nationally within the next two months.

At the same time, Birju Maharaj will join Mahendra Singh Dhoni — Emami had recently roped

in the Indian cricket team captain for Zandu Pancharishta — to provide a big push to the Zandu range. The initiative comes at a time when Zandu Healthcare is celebrating 100 years of services. Both the celebrities will specifically promote its over-the-counter digestive tonic, Zandu Pancharishta.

"We are extremely hopeful and bullish about the potential of Zandu Pancharishta, which is currently quite a small market. With both the brand ambassadors, we will try to develop the market," Emami director Harsh Agarwal said.

Emami claims Zandu Pancharishta is the number one brand in the Rs 50-crore OTC ayurvedic digestive market, which is growing at a rate of 30-40%. Its rivals include Kolkata's Baidyanath and Mumbai's Sandu Pharmaceuticals.

Zandu Pancharishta grew at almost 70% last fiscal. It is the third largest brand in Emami's Zandu portfolio, behind Zandu Balm and Zandu Chyawanprash.

Kangna and Birju Maharaj join Emami's long list of celebrity endorsers, including Shah Rukh Khan, Amitabh Bachchan, Sachin Tendulkar, Mahendra Singh Dhoni, Madhuri Dixit, Kareena Kapoor and Virender Sehwag. The company's annual marketing budget is around Rs 250 crore.

While Emami declined to comment on the deal size, two industry officials pegged it around ₹1-2 crore each