

Milkha Signs First Endorsement Deal with Emami



WRITANKAR MUKHERJEE

KOLKATA

Milkha Singh, India's most revered Olympian, has signed his first brand endorsement deal almost five decades after his last race for the country, with Emami roping in the Flying Sikh to endorse its premium health supplement Zandu Kesari Jivan.

Harsha V Agarwal, director at the Kolkata-based consumer products maker, said Milkha Singh is a symbol of youthfulness and vigour even at 84 and a perfect fit for Zandu Kesari Jivan, which promotes good health, youthful vigour and energy.

A television commercial of the brand featuring Milkha Singh is scheduled to go on air this month. It is created by Scarecrow Communications. Chyawanprash is a growing health supplement category in India worth at Rs 400 crore. The Zandu Kesari Jivan is also endorsed by Kathak exponent Pandit Birju Maharaj.