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http://www.business-standard.com/article/companies/balaji-motion-pictures-emami-tie-up-for-ragini-mms-2-114021701105_1.html



Balaji Motion Pictures Ltd. (BMPL) and Emami Ltd have tied up to incorporate the mention of the latter's balm brand, Zandu in the lyrics of 'Baby Doll', a song from BMPL's upcoming film, 'Ragini MMS-2'. In exchange, Emami will run an extensive media campaign to highlight the exposure of Zandu in the track, which includes a shot of the product. Affinity CineMedia Pvt. Ltd., a branded entertainment company represented Emami during various stages of the said association.

The song marks Brand Zandu's second outing in Bollywood, following its mention in the lyrics of the widely successful 'MunniBadnaamHui' from the film, 'Dabangg' released in 2010.

The song will be rendered by Kanika Kapoor and picturized on Sunny Leone, who also essays the titular role of Ragini in the film. The music for the track has been composed by musical duo Meet Bros' Anjjan, and the lyrics are by Kumar.

Tanuj Garg, CEO – Balaji Motion Pictures said, "Balaji's partnership with Emami for the use of Zandu in Baby Doll is going to be a win-win for both. The track is poised to be a sure-shot chartbuster."

Supratik Roy, Director, Affinity CineMedia Pvt Ltd said, "As we look to further deepen our ties with Bollywood in a bid to make our products more relevant among the youth, we couldn't have found a better match, at present, than a popular film franchise like Ragini MMS, which has undoubtedly struck a chord with our target groups."

'Ragini MMS-2' releases on March 21st, 2014.