

Emami signs up Sonakshi for BoroPlus

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Emami has now signed up Bollywood diva Sonakshi Sinha to endorse its Rs 400 crore power brand BoroPlus. BoroPlus, significantly, is one of the key drivers of the company's overall turnover.

"Emami has always stressed on the curative and palliative effects of time-tested natural ingredients for personal care which is exemplified by the unique nature shield in the BoroPlus range, along with the combination of powerful antioxidants like grapes and green tea extract," said Priti A Sureka, director, Emami.

"Sonakshi popularity amongst cine-goers across various demographics and markets —metros, tier-I, tier-II cities and big and small towns makes her a natural choice as the ambassador for this all-season brand which caters to a wide ranging consumer periphery," she added.

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