

Emami enters deodorant segment

KOLKATA: Emami has ventured into the competitive deodorant turf. Bollywood superstar Hrithik Roshan has been roped in as brand ambassador. Harsha V. Agarwal, Director, Emami, said that despite being cluttered, the Rs.2,000-crore deodorant market was still the largest and fastest growing product in the male grooming segment clocking double-digit growth. — Special Correspondent