

HRITHIK ROSHAN ON LOOKING GOOD AND SMELLING EVEN BETTER.

Hrithik Roshan is the face of Emami's He range of deodorants. An email chat with the *Bang Bang* hunk.

How important is it for a man to smell good in order to feel confident?

It is extremely important. Your fragrance becomes a part of your personality and a lot of times you are being judged on that... so it's very important to smell good.

If Hrithik had to be defined by a fragrance, which would it be?

I think that would be musk... it's an old favourite.

So how are Hrithik Roshan and the He range of deos from Emami a perfect fit? Both believe that normal is boring and follow the philosophy of 'Be Interesting'.



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You are one of the best-dressed men in the industry. How would you define your personal sense of style?

I would like to give that credit to my stylist. But otherwise my personal sense of style, a lot of times, is driven by comfort. I do not really follow the fashion trends but I like to keep experimenting with my clothes and hair.

The tagline of He is 'Be Interesting'. When you stand in front of your closet every morning, what are the key things you keep in mind

you follow?

Nothing in particular. I just ensure drinking a lot of water all through the year as it's best for your body and skin. And use a deodorant in all seasons.

This is your 14th year in the movie business and you are at the top of your game. How have you managed to keep things interesting?

I believe in doing things differently and interestingly. In



Remember this picture doing the rounds in the run-up to the release of Bobby Jasoos in which Hrithik is seen spraying deo on Vidya Balan disguised as a beggar? Well, Vidya pulled off the prank — with a flabbergasted Hrithik not recognising her for a good five minutes on the sets of the ad shoot for He deos!

to keep it interesting?

I don't go overboard with clothes and hair styling, I like to keep it comfortable yet stylish. But I am particular about other things like the fragrance I wear. I also keep my style interesting by accessorising my clothing.

Now that the monsoons are here, is there a special skin and hair care regimen that

order to do that, I continuously evolve and take roles that are different and challenging. That brings out the best in me and I think that's what interests the audience.

If you are asked to describe your time in Bollywood in one sentence, what would it be?

Jeena yahaan, marna yahaan, iske siwaa jaana kahaan!

Priyanka Roy