



Rajkumar Hirani crafts a new film for Emami 7 Oils in One 'Girna' set to become talk of the town

Kolkata, 18th May 2015: Emami Ltd. kicks off its latest TVC Campaign 'Girna' for its **Emami 7 Oils in One damage control hair oil**. Produced by none other than the renowned Film Producer & Director, **Rajkumar Hirani**, the film offers a hilarious miscellany of 'girna' (falling) in everyday life. The objective of the TVC is to create an impression in the consumer psyche with the juxtaposition of various funny situations cutting across the socio-cultural demography of the target audience which leads the viewer to the functional benefits of the product.

Objective of the campaign

Emami 7 Oils in One was launched in April 2014 with the unique proposition of 'hair damage repair' which was found very relevant to women across India. In the second year, the idea is to strengthen this route by focusing on the most important facet of hair damage i.e. hairfall. Hairfall continues to be the biggest problem that women face today and are always in search for a solution to tackle the ever growing problem. Backed by research and tests conducted in international Labs/Institutes, Emami 7 Oils in One aims to be the ultimate answer to hair fall woes.

The Creative Approach

The idea was to entertain the viewers by presenting a smorgasbord of funny situations which involve 'falling' in some way or the other. The idea was to tease the audience and keep them guessing about the final messaging. The product benefit part thus has been kept at the very end.

Film Descriptor (.i.e. describing the film)

The brief was to talk about reducing hair fall (girna) by 96%. Hence it was important to highlight this aspect in the film, in a non-formulaic way. To convey the point with humour, a montage of women facing embarrassment with physical falls in different everyday situations of life was created. The main statement being- the brand cannot stop a person from falling, but it can definitely minimize hair from falling.

Excerpts from Spokespersons

Ms. Priti A. Sureka, Director, Emami Limited said, "The TVC has been created to bring out the product benefits in an unconventional way. Light hair oil is a cluttered Rs. 2,000 crore category buzzing with many players. It is important to generate a top-of-the-mind recall and a differentiated TVC offering is as important as the product benefits. Keeping this in mind, the TVC has been created to engage the viewers in situations which they can easily relate to. At the same time, it brings out the hairfall-arrestation properties of Emami 7 Oils in One in a muted and yet persuasive way. This TVC also strengthens our abiding association with Rajkumar Hirani, who has been the man behind many popular Emami ad campaigns."



Sharing his thoughts, **Mr. Rajkumar Hirani, Producer of the TVC** said that, "It is always a pleasure to work with Emami because they give us a free hand to develop and execute the creative, but due to this implicit trust- it thus becomes our responsibility to make sure we give them something unique and unusual".

Mr. Karan Narvekar, Director of the film said, "The concept of linking actual falls to hair fall was something unique, hence the approach of making this commercial also had to be unique, we had to be as real as possible with the falls and that was the challenge. Making of this commercial was a great experience. We had a great team with Raju sir at our disposal for any help, guidance, advice etc. Besides being a producer on this project he contributed a lot on the creative. Canvas Films team made the making of this ad- film very smooth."

"This is a TVC in which the brand doesn't overtly scream about product benefits, neither does it promise to be a know-it-all brand. It precisely points out what problem it can address effectively. I really enjoyed shooting this TVC. There were times when I just sat back and laughed out loud at the various hilarious situations which are a right mix of slapstick as well as everyday occurrences. It has been a year since I began my journey with Emami 7 Oils in One, and I am enjoying every bit of it especially because this is a Product that believes in delivering. I also find it extremely rewarding to be a part of such innovative campaigns" said actor **Yami Gautam**, endorser for Emami 7 Oils in One damage control hair oil.

Below is the link to the 'Girna' campaign

<https://www.youtube.com/watch?v=KU20bA4kBKM>

Download link for the 'Girna' storyboard

<http://we.tl/olUNtezWp>

The URL for the TVC grabs (in sequence):

<https://www.sendspace.com/file/cp8k1x>

Campaign Summary

Campaign elements: TVC, Print, outdoor, Digital, Cinema,

Client: Emami Ltd.

Creative team: Rajkumar Hirani and World Without Walls (WWW)

Director (of the film): Karan Narvekar

Producer: Rajkumar Hirani

Production House: Canvas Films

DOP: Manoj Lobo

Post production studio: After

Music credits: Abhishek Arora

Editor: Rachit Mehta

TVC details

Working title of film: 'Girna'

Duration: 45 secs

Campaign breaks as of: 18th May 2015

Exposure (mediums used): TV



About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.10,000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash and new brands like 'HE' Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand. The products from Emami are available in 32 lakh retail outlets across India through its network of 2800 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 17% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Madhuri Dixit, Kareena Kapoor Khan, Hrithik Roshan, Bipasha Basu, Sonakshi Sinha, Kangana Ranaut, Yami Gautam, Shruti Haasan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It also has significant presence with leadership positions in diversified industries such as Newsprint - Emami Paper Mills, India's largest paper manufacturer; Bio Diesel and Edible Oil - Emami Agrotech Ltd (Formerly known as Emami Biotech Ltd) , largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips, world's 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; Retail –Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. It also has presence in Solar Power. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

Please visit www.emamiltd.in and www.zanduayurveda.com for further information.

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