

News monitored for: Emami Group

## Juhi Chawla to endorse Emami's hygiene products

### OUR BUREAU

Kolkata, September 11

Kolkata-based FMCG company Emami Ltd has roped in actor Juhi Chawla as the brand ambassador for its newly launched hygiene range under the BoroPlus brand.

While sanitisers under the BoroPlus brand were launched in April, the company introduced toilet soaps bars (BoroPlus Antiseptic + Moisturising Soap) in June. The range is now set to hit the retail market with hand washes, it said in a press release.

According to Priti A Sureka,

Director, Emami Ltd, BoroPlus Range is all set to offer the consumers a complete range of personal hygiene to fight the attack of Covid-19. For our hygiene range, we are happy to associate with Juhi Chawla," she said.



Juhi Chawla

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Range is all set to offer the consumers a complete range of personal hygiene to fight the attack of Covid-19. For our hygiene range, we are happy to associate with Juhi Chawla," she said.

A TVC directed by Narayan Shi featuring the actor will be on air across channels and platforms mid-

September onwards. The brand commercial narrates the story of every other family today whose hygiene habits have undergone significant changes with the onset of the pandemic, the company said in the release.

The BoroPlus Hygiene Range will be available across pharmacy and general retail stores, modern trade outlets and e-commerce platforms.