

## Parineeti to endorse BoroPlus

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Actor Parineeti Chopra has been roped in to endorse Emami's "BoroPlus Cocoa Soft" moisturising lotion. The variant is a part of the

BoroPlus range of skincare products and is developed by ayurvedic and international skin experts, the Kolkata-based FMCG major claimed in a press release. According to Priti Sureka, Director, the moisturising lotion is a cluttered ₹500 crore plus category

The lotion is targeted at young women between the age group of 20-30. The new ad film – developed by Purple Picture and directed Narayan Shi – featuring Parineeti will be run in cinema halls and will also be promoted digitally, according to the company release. It will be rolled out primarily in UP, Maharashtra, NCR, West Bengal, Madhya Pradesh, Gujarat and Karnataka. OUR BUREAU