



Actor Hrithik Roshan

Hrithik to endorse Emami's Fair and Handsome brand

OUR BUREAU

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Fast-moving consumer goods company Emami Ltd has roped in actor Hrithik Roshan as one of the brand ambassadors for the 'Fair and Handsome' brand.

Hrithik, already a brand ambassador for Emami's 'He' range of men's deodorants, will now endorse the "fairness" face-wash (under the Fair and Handsome).

The Fair and Handsome brand is pegged at ₹235 crore, a release issued by the company said.

The brand portfolio currently includes a "fairness" cream and the face-wash for men.

While the cream was launched in 2005, the face wash was launched last year.

According to Mohan Goenka, Director, Emami Ltd, the habit of using a face wash is building up now.

"There is a lot of potential in the men's face wash category which is around ₹250 crore in size, and has been witnessing an exciting 50 per cent plus growth rate year on year. We want to capitalise on this opportunity," he said.