



King of Cool Oil, Navratna Gets COOLER this summer with King of Humour Kapil Sharma & his gang

Kolkata, 29 April 2024: Navratna, the ayurvedic cool oil market leader from the house of **Emami Ltd** throws up a laughter challenge this summer as **Kapil Sharma** comes on board the brand along with his eccentric family members **Kiku Sharda, Gaurav Gera and Sumona Chakravarti**.

In a series of new TV ads and digital content, Navratna Oil introduces a burst of cool comic relief with the irrepressible Kapil Sharma and his band of quirky accomplices. Together, they tackle the everyday chaos and challenges encountered by common man as they present Navratna Oil as *“Thandak Ka Badshah, Raahat Ka Raja.”* A two-minute champi (head massage) with Navratna Oil offers relief and relaxation leaving one *“thanda thanda cool cool”*.

Commenting on this unique endorsement association, **Mr. Harsha V. Agarwal, Vice Chairman and Managing Director, Emami Limited**, said, “We are delighted to onboard Kapil Sharma and his quirky team for our brand Navratna Ayurvedic Oil. Humour is well known for being a stress buster and Kapil’s brand of humour has been doing just that for over a decade across demographics. The pairing of Kapil Sharma & team with Navratna, which is India’s #1 cool oil that provides relief from daily stress to its millions of consumers, is one of the best fitments that a brand can envisage.

To appeal to our evolving target audience, we strongly feel that this new approach of delivering the brand message will work effectively for us.”

Kapil Sharma, the comedian, actor, singer and anchor said on this occasion, “Navratna Ayurvedic Oil provides effective relief from headache and stress related issues arising from daily life challenges. My team and I also attempt to use humour as a powerful tool towards stress relief by offering a much-needed escape from life’s trials and tribulations. There is a natural synergy in what both of us are trying to deliver, thereby offering a perfect fitment for our collaboration. I am pleased to be associated with World’s No 1 Cool Oil Navratna. This summer, together we will make every Indian - Thanda Thanda Cool Cool !”



Click on the following links to enjoy the Navratna and Kapil Sharma partnership:
<https://youtu.be/nJvxiWF81WQ>



Noted director, screenwriter and producer Shujaat Saudagar has directed the new Navratna Ayurvedic Oil campaign.

Navratna, a fast growing brand is a market leader in the cool oil category with around 67% market share (As per AC Nielsen MAT Dec 23 data) with a presence in more than 48 lakhs outlet across India and on all major E-commerce platforms. It is available in various pack sizes and price points ranging from 2.7 ml sachet for Rs 1 to 750 ml SKU for Rs 590. Superstars like Amitabh Bachchan,

Shah Rukh Khan, Salman Khan, Govinda and sporting celebrities like Sourav Ganguly, have been endorsing Navratna Ayurvedic Oil over the years.

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With over 450 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, went on to acquire 'Dermicool', one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 4.9 million retail outlets across India through its network of 4000+ distributors and its global footprint spans over 70 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Ajay Devgn, Shahid Kapoor, Ayushmann Khurrana, Bobby Deol, Kapil Sharma, Ali Fazal, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, Vijendra Singh and many others over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamiltd.in for further information.

For further information, please contact:

Mahasweta Sen, Head – Corporate Communication
Emami Group | Mobile: 9836292392
Email: mahasweta.sen@emamigroup.com