

## From Tech Neck to Doomscrolling Fatigue Zandu Balm Gives Gen Z's "*Peedas*" a New Language #UndoWithZandu

**The iconic Ayurvedic brand reinterprets modern-day aches through a culture-led campaign designed to connect with Gen Z consumers**

**September 1, 2026, Kolkata:** How does an iconic Ayurvedic brand stay relevant to a generation that skips ads, calls out anything inauthentic and refuses to live with discomfort?

For **Zandu Balm**, from the house of **Emami Ltd**, the answer is simple: *Don't lecture Gen Z. Speak their language.*

In its latest campaign, **#UndoWithZandu**, India's No.1 pain relief balm, Zandu reimagines pain through a distinctly Gen Z lens, turning screen-time headaches, tech neck, doomscrolling fatigue and everyday frustrations into relatable "*Peedas*" that today's young consumers instantly recognise.

At the heart of the campaign is "*Peedaland*", a surreal world where youngsters find themselves battling the aches and annoyances of modern life. Enter a vivacious lead character who arrives as the ultimate problem-solver, helping them find their way out with a simple call to action: "*Peeda ko karo Undo with Zandu.*"

The campaign marks a strategic shift for Zandu Balm as it connects with 16-28-year-old consumers whose everyday *peedas* stem as much from digital lifestyles as physical exertion, while reinforcing the brand's ambition to own the broader cultural space of *Peeda* and bridge generations of users.

### When Legacy Meets Culture

For decades, Zandu Balm has been a trusted fixture in Indian households, known for providing quick relief from headaches, body aches and cold through its Ayurvedic formulation. While the product proposition remains unchanged, the conversation around pain has evolved.

The insight is rooted in a simple observation: **Gen Z doesn't sit with a problem. They deal with it. Immediately.** Direct, expressive and self-aware, they prefer confronting discomfort rather than enduring it.

Zandu Balm therefore expands the idea of "*Peeda*" beyond physical pain to capture the everyday friction points of modern life - from career stress and burnout to situationship drama, overthinking and Monday blues. The result is a blend of humour, cultural relevance and product efficacy, delivered through contemporary storytelling.



Speaking on the new campaign, **Mr. Mohan Goenka, Director, Emami Limited**, said, “*Few brands have shaped popular culture the way Zandu Balm has. Its memorable integration with the chartbuster ‘Munni Badnaam Hui’ became a defining moment in Indian advertising, generating unprecedented buzz and cementing the brand's recall across generations. Building on that legacy, #UndoWithZandu reflects our approach to keeping the brand culturally relevant that reimagines everyday ‘peedas’ for today's digitally connected consumers. The challenge for a heritage brand is not preserving relevance but continuously earning it. For many Indians, Zandu Balm is a brand they have grown up with. Our ambition is to build the same enduring trust with the next generation, while continuing to evolve with the way they live today.*”

### **More Than a Campaign. A Cultural Refresh.**

With the Indian rubefacient category valued at over **Rs 6,000 crore** and balm contributing more than **Rs 1,500 crore**, topical pain relief continues to be a preferred choice among consumers seeking effective, safe and convenient solutions. Against this backdrop, Zandu Balm's latest initiative aims to deepen its connection with younger consumers while reinforcing its category leadership.

Developed by Tree Communications and Abbas Mirza, the campaign is being rolled out across television, digital, OTT and social media, across priority markets including Maharashtra, Andhra Pradesh, Telangana, Karnataka, Tamil Nadu, Delhi-NCR, Uttar Pradesh, Rajasthan and West Bengal.

Because if Gen Z has taught brands one thing, it's this: life's *peedas* may keep changing, but consumers still want solutions that work instantly.

Or as Zandu Balm now puts it: ***Har Peeda Ko Karo #UndoWithZandu.***

**TVC Link:** <https://youtu.be/ICvN9xhHLr8>

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#### **About Emami Limited:**

**Emami Limited** (NSE: EMAMILTD, BSE: 531162), founded in 1974, is the flagship company of the Emami Group and one of India's leading FMCG companies in the personal care and healthcare space. With a portfolio of over 1000 products, Emami's iconic brands include Navratna, BoroPlus, Zandu, Kesh King, Dermicool, Smart & Handsome, Mentho Plus, 7 Oils in One, Creme 21 among others.

The Company has consistently strengthened and diversified its portfolio through strategic acquisitions and investments across high-growth consumer segments. In addition to acquisitions such as Zandu, Kesh King, Creme 21 and Dermicool, Emami has strategically invested in a new generation of consumer brands, including The Man Company, Brillare and Alofrut, which have since become subsidiaries of the Company. Other strategic investments include IncNut, The Furball Story and TruNative, reflecting Emami's focus on identifying and nurturing emerging consumer businesses.

Emami's products reach over 5.4 million retail outlets in India through a network of 4000+ distributors, while its international presence spans 70+ countries. Known for its strong consumer connect, innovative marketing and distinctive brand-building capabilities, Emami continues to leverage its deep consumer insights, brand-building expertise and strategic investment approach to create enduring brands and new avenues for growth in India and international markets.

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