



International Men's Day in India 'HE' Deodorant celebrates the *spirit of a MAN* on 19th November

- Launches a unique **HE digital anthem** (*So not fair! So not fair! So not fair!..Show men some love*)
- Urges India to **Wear Blue**, as a simple gesture of appreciation towards men

Mumbai/ Kolkata, 18th November, 2014: HE, the popular deodorant brand from the house of Emami Ltd, has launched a campaign **#ShowMenSomeLove** on the occasion of the first ever **International Men's Day** celebration in India on 19th of November. To commemorate the day, the brand is urging India to **WEAR THE COLOR BLUE** as a simple gesture to show love to men.

Sing along with HE: The brand today launched its **HE digital anthem, *So not fair! So not fair! So not fair!..Show men some love***. Conceived and Developed by Leo Burnett, the jingle encapsulates in a tongue-in-cheek manner how men, day-in and day-out, have to live up to very high standards of personal, professional and societal expectations and yet there is no mark of appreciation for their round-the-clock duties. The launch of anthem would be supported by a 360 degree integrated communication, particularly digital media.

To be a real man is really a tough call—he has to inhabit roles of a father, son, husband, brother, boyfriend all at one go and each comes with its sets of expectations which he has to deliver with élan. Yet there is barely a day which a man can call his own. Time has come to celebrate the presence of these silent everyday warriors and celebrate a day dedicated to them to—acknowledge their unnoticed efforts. For the sake of improving gender relations, promoting gender equality and highlighting positive male role models, the observance of International Men's Day has become of paramount importance globally.

“The idea of alpha males has fallen out of favor for quite some time now. HE deodorant, as a brand, epitomizes the EVOLVED man who tries to “Be Interesting” in his everyday accomplishments. Hence, the brand heralds the emergence of positive role models in the society who do not shy away from obligations, but lends his charming touch to everything. The brand campaign focusses on the fun element and urges people to wear Blue to celebrate Men's Day, which in no way undermines the role of women in our society” said **Mr. Harsha V. Agarwal, Director, Emami Limited.**



Backed by the star power of Bollywood actor Hrithik Roshan, “He” Deodorant was introduced earlier this year in a slew of interesting fragrances inspired by all-time bests from the international fragrance family bottled in **6 variants—Smart, Confident, Extrovert, Recharge, Ruler and Magician.**

To be a part of the campaign [#ShowMenSomeLove](#) and [#WearBlue](#), one can log on to <https://www.youtube.com/user/HeBeInteresting>, <http://www.hebeinteresting.com/showmensomelove.php> or follow the celebrations on www.facebook.com/hebeinteresting and <https://twitter.com/HeBeInteresting>

About Emami Group:

Emami Group, a Rs. 10000 cr. Group of Companies, is a diversified business conglomerate with over 20,000 employees. It has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd.**, the flagship company of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome, Menthoplus Balm; **Bio Diesel and Edible Oil - Emami Biotech Ltd.** – the largest in Eastern India and the second largest edible oil company in India. It is also the only Bio-diesel manufacturer in the country; **Paper - Emami Paper Mills**, India’s largest newsprint manufacturer; **Writing Instrument - CRI Tips**, world’s 4th largest ball point tip manufacturer; **Realty - Emami Realty**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India’s largest chain of hospitals; **Retail –Frank Ross and Starmark**, largest pharmacy chain & leisure stores in the East and **Contemporary Art - Emami Chisel Art**. It also has presence in **Solar Power**. The Group is setting up a 4 MTPA **Cement Plant** in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

For further information, please contact:

Mahasweta Sen
GM-Corporate Communications
Emami Limited
Mobile: +919836292392
Email: mahasweta.sen@emamigroup.com
Mobile: +919836292392

Pritha Roy Chakrabarti
Emami Limited
Email: prithar.c@emamigroup.com
Mobile: +919903994787