



## **Navratna Oil signs Salman Khan as their new brand ambassador; releases a summer special campaign**

**With his quirky coolness and swag Salman Khan becomes the new icon of Navratna oil, popularly known as 'Raahat Raja'**

**Kolkata, 10<sup>th</sup> May, 2020:** Navratna Oil, from the house of Emami Limited starts afresh the new season with superstar and one of the biggest box office winners of Bollywood – **Salman Khan**. Salman Khan's popularity among people across geographies and demographics fits perfectly with the positioning of Navratna oil as the leading therapeutic cool oil in India. The collaboration of these two powerful brands will result in taking its messaging from the cities of India to even the deeper pockets of the country.

In a brand new TVC, Salman Khan can be seen making a cool entry, Dabangg style, crooning:

*"Pao thanda thanda cool chamatkar, karo mast champi navratna se.... Champi hum karayenge, cool cool se"*

In the new TVC, **Salman Khan**, with his witty demeanour and cool swag perfectly portrays the role of Navratna's popular icon 'Raahat Raja'



The new campaign effectively communicates Navratna Oil's varied usage and multipurpose benefits. Not only Navratna Oil will now offer relief from heat related ailments like headache, body ache, stress and sleeplessness but also make the user feel relaxed and rejuvenated from the effects of the hot summery weather.

Speaking on this occasion, **Mr. Harsha V. Agarwal, Director, Emami Limited**, said, "We are very happy to have India's evergreen heart-throb Salman Khan on board for our brand Navratna. We found Salman's mass appeal and fan base to be a perfect match for Navratna's deep connect with its consumers. We are confident that our new communication with its



peppy presentation featuring the superstar will help the brand to scale up its mass appeal quotient further.”

Speaking on the association, **Salman Khan said**, “I am excited to be associated with Navratna oil. It is an iconic brand that enjoys mass popularity in India. Shooting for the new campaign was a lot of fun, as it was composed and choreographed like a Bollywood song. I am happy to be a part of the thanda-thanda cool cool family.”



The commercial has been directed by Nitesh Tiwari of Dangal and Chhichhore fame and choreographed by Mudassar Khan who has earned a name for his choreography style in many Salman starrer films like Dabangg, Ready, Bodyguard etc.

Navratna Oil, a Rs.700 cr brand is the leading ayurvedic therapeutic cool oil in India with a market share of more than 65%.

**To watch the video, please click on:** <https://youtu.be/JVI4vc841hw>

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#### **About Emami Ltd**

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.5 million retail outlets across India through its network of ~ 3200 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 14% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Katrina Kaif, Madhuri Dixit, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Tiger Shroff, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Please visit [www.emamiltd.in](http://www.emamiltd.in) for further information.

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