

emami\*

# MR. HANDSOME

## CONTEST

**'Handsome' is the new mantra for Indian men!**

*Emami announces 'Mr Handsome Contest' for the first time in India*

**Mumbai, 30<sup>th</sup> October 2007:** It was raining men and handsome men at that at the *Emami Mr Handsome Contest* held today at a glittering ceremony at India's fashion and entertainment hot seat - Mumbai. Emami Ltd, the personal care and healthcare major, introduced a contest that will give India its very first '*handsome*' winner of a male beauty pageant. The contest aims at redefining the concept of looking good and feeling great and revolutionizing it by adding new dimensions to it.

Ten *handsome* finalists (out of a total of 973 entrants) sashayed down the runway today as they walked past celebrity judges *Alyque Padamsee*, Marketing and Advertising Guru, *Ashok Salian*, ace photographer of India and last but not the least, singer and actor par excellence *Sharon Prabhakar*. The show was directed by none other than choreographer and grooming expert *Achla Sachdev*. The magnum opus witnessed a marked difference in the way male looks have been re-defined.

Commenting at the launch, **Mohan Goenka, Director, Emami Group of Companies** said, "We have launched the *Emami Mr Handsome Contest* with the sole intention of giving India its very own *handsome* winner. We at Emami have always spotted trends in the male grooming segment and have tried to imbibe them to enhance our product portfolio for men. This contest will not only set industry standards when it comes to the concept of male looks but also when it comes to influencing this segment. To begin with, we have started *Emami Mr Handsome Contest* from Mumbai this year but since this contest is our intellectual property, we very soon plan to take it national."

Elaborating further **Alyque Padamsee, celebrity judge at the contest** said, "Indian males are highly conscious of the way they look, across all age groups and becoming handsome is a much coveted virtue. As we look at the world around us, we see more and more men getting conscious of the fact that qualities such as having a positive attitude, sense of

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style, ability to communicate coupled with good grooming enhance our personalities and hence it becomes vital for us to strike the right balance between the two. This contest therefore selects the winner who exhibits the right balance and personifies the true definition of being *handsome*."

### **Selection procedure:**

The contestants were shortlisted from almost 1000 entries that Emami received at 'Malhar' - the annual St Xavier's College Fest- where interested participants from all over Mumbai were required to drop in their participation forms. From these entries, Emami shortlisted 25 contestants among whom the final 10 contestants were further selected at preliminary rounds held at Mumbai itself. There were three winners from these 10 finalists. *The top winner of the Emami Mr Handsome Contest got a cheque of Rupees One Lac and also an opportunity to be a part of a future advertising campaign of Emami.*

*Mr.Rajeev Ranjan was adjudged as Mr.HANDSOME.*

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### **About Emami Limited**

Emami is a group that has redefined the concept of health and beauty by introducing an array of top quality products. It enjoys the reputation of being one of the major players in the personal and health care industry in India. The group started as a manufacturer of beauty products, toiletry and cosmetics in the year 1974. Today, advancing with increased momentum; it is the coveted Rs 1500 crore Emami Group of Companies. Emami Group strives to sharpen consumer insights to understand and meet their needs with value- added differentiated products, which are safe, effective and true value for their money.

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