

# Emami Fair and Handsome signs on Bollywood superstar Shahrukh Khan

*~First time endorsement by a Bollywood star for a men's fairness cream~*

**Kolkata, 16<sup>th</sup> June 2007:** Emami Group of Companies, the Rs 1,500 crore, personal-care and healthcare major in a major announcement today revealed that its has signed on Bollywood heart-throb and superstar, Shahrukh Khan for endorsing their brand Emami Fair and Handsome. Emami Fair and Handsome, the fairness cream for men, is the first in its category to sign on a Bollywood star as its brand ambassador in India. This endorsement follows the brand's track record of being the first fairness cream for men in the world.

Speaking at the occasion, **Mr Mohan Goenka, Director, Emami Group of Companies** said, "We are elated to have India's superstar Shahrukh Khan onboard. We have a long association with Shahrukh Khan as he also happens to endorse some of our other products. Emami Fair and Handsome has been a star brand in the Emami portfolio and hence we at Emami thought of associating SRK's brand image along with our own superstar Emami Fair and Handsome. This is all the more crucial as this brand is a category leader and SRK was the only name that came to our mind when we thought of selecting our brand ambassador."

The endorsement deal has been signed on for a period of **two years** starting 2007. The television commercial with Shahrukh Khan has been conceptualised and produced jointly by Mumbai based **Situations Advertising**, the agency on record for the cream's advertising campaign and Mr. Bhargav Krishnan of **Eighty One**. The ad-film has been directed by young & upcoming film director Mr. **Shirish Kunder** and produced by **Red Chilli**. The company has extensive plan to promote this new association across all media.

On his association with Emami Fair and Handsome, **Shahrukh Khan** added, "I share a long and fruitful association with the Emami Group and this is yet another step towards strengthening my faith in them and their products."