



## EMAMI'S NAVRATNA GETS A NEW FACE VARUN DHAWAN TO ENDORSE NAVRATNA COOL

**Kolkata, April 9, 2019 :- Navratna**, one of the power brands of **Emami Limited** has roped in Bollywood heart throb & actor **Varun Dhawan** to endorse **Navratna Cool**, a leading brand in cool power category. The popular actor, known for his massy youth appeal and versatility is going to add freshness to Navratna Cool as its new brand ambassador.



Navratna Cool's association with Varun Dhawan is expected to be manifold. Varun embodies freshness, vitality and energy which is in complete sync with the brand's core benefits. He is highly popular in certain segments where the brand hopes to drive consumer preference and grow the business. His continuous rising popularity will help the brand with even higher recall value.

Speaking on this occasion, **Mr. Harsha V Agarwal, Director, Emami Limited**, said, "We are very excited to have Varun Dhawan on board with us. His super cool image and versatility is a perfect fit for our brand Navratna, which is well known for its cool quotient. Introducing Varun as Navratna Cool's new face is a step towards

accelerating our growth plans for the brand. His strong connect with his fans across ages will help us connect better with both existing and new consumers to take the brand to newer heights."

**Varun Dhawan added** "I am happy to be associated with Navratna. It is a brand that is super cool and I like it as it keeps people cool. I look forward to enjoying my association with Navratna Cool and connecting with a whole new lot of consumers."

Navratna Cool will launch Varun Dhawan in their new commercial which will go on air across all channels this week. The new communication reinforces product superiority of Navratna Cool vs other options considered by consumers. The TVC directed by Luv Kalla and shot in UK will have the actor showing off some cool dance moves in a double role.



-2-

Navratna Cool comes as a refreshing break from the normal offerings in the powder category. Its icy sensation in the scorching summers protects the skin from unbearable heat and provides cool sensory feeling to keep one refreshed and rejuvenated throughout the day. Navratna Cool is the market leader in its category.

Navratna brand, over the years, have been endorsed by Bollywood Superstars Amitabh Bachchan and Shah Rukh Khan, Govinda, Shilpa Shetty and Southern sensations, Chiranjeevi and Jr.NTR.

The **Navratna** portfolio consists of **Navratna Oil, Navratna Xtra Thanda Oil, Navratna Almond Cool Oil, Navratna Cool** and **Navratna Smart Cool**.



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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 and 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 4.3 million retail outlets across India through its network of 3100+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 17% 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, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.

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