



A Fair and Handsome deal

He created storm in a bath tub by endorsing Lux a couple of years back, now the *Badshah* of Bollywood, Shahrukh Khan has surprised everyone by agreeing to endorse Fair and Handsome cream, a fairness cream for men. Khan has been signed for two years by the Rs.15 billion Group. Emami aims to extensively promote this new relationship across all media. Khan also endorses Navratna Oil and Sona Chandi Chyawanprash from the Emami stable. Brands that are being endorsed by King Khan contribute around 25-30% to Emami's annual growth. This year, the Group plans to introduce 18 new products in various categories.