

Breaking Barrier: Shah Rukh to endorse Emami fairness cream

Ratna Bhushan
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cently, HLL too extended its power brand Fair & Lovely to Fair & Lovely Menz Active targeted exclusively at men. According to industry estimates, about 30% of fairness cream users in India happen to be men, and that they have been closet users of the product. The total fairness cream market is estimated at little over Rs 800 crore. Further, a Gillette survey cited by Euromonitor states that urban men in India spend an average of 20 minutes in front of the mirror each morning, while women primp for 18. All this is obviously great opportunity for marketers like Emami & HLL.

As part of his existing Rs 5-crore deal with Emami, Shah Rukh already endorses the company's Navratan oil, talc and Sona Chandi chyawantprash. He will continue to endorse these brands along side the fairness cream, the sources added.

While Emami's biggest celebrity endorsers continue to be Amitabh Bachchan and Shah Rukh, the personal care and ayurvedic company has had associations Madhuri Dixit, Raveen Tandon, Sunny Deol, Govinda, Sourav Ganguly and Virendra Sehwag in the past. Emami is in the midst of an expansion spree, and has allocated Rs 220 crore for expanding its FMCG arm, foraying into new categories and acquisitions. The company has appointed Ernst & Young to scout for potential acquisitions.

IF SHAH Rukh Khan created a storm in a bathtub strewn with rose petals two years back, this one is set to create a storm in a tube. In what is the first time ever that a male superstar will endorse a fairness cream, Khan is set to model for Emami group's Fair And Handsome brand. The commercial is expected to break on television in a month's time, sources close to the development said. Emami director Aditya Agarwal could not be reached for comments.

Industry experts say Shah Rukh could do for Fair And Handsome what he did for Hindustan Lever's Lux brand two years back, when he modelled for the beauty soap brand in a bath tub. Khan's casting in the Lux ad gathered so much publicity, shock and awe, that post the commercial, it not only arrested declining brand fortunes, but also led to a spurt in sales. "The commercial could not have come at a better time for Lux, as it was in its 75th year and badly needed some clutter-breaking activity," a source at JWT, the agency which worked on the account, said.

Recognising the potential for men's fairness creams, the Rs 600-crore Emami had forayed into the segment over a year back. Re-

BRANDS & BUSINESS

King Khan to endorse Fair And Handsome

For the first time ever, a male superstar will endorse a fairness cream — SRK is set to model for Emami group's Fair And Handsome brand.

Fig 1

