



Milkha Singh to add *Jazba, Junoon & Josh* to Emami's **ZANDU KESARI JIVAN**

Kolkata, 12th November, 2013: India's leading FMCG major, **Emami Limited**, has roped in the living legend and world renowned athlete, Padma Shri **Milkha Singh** to endorse **Zandu**



revitalizing properties.

Kesari Jivan, a premium health supplement that consumers swear by. This is the first ever association of the "Flying Sikh" with a health brand who is still standing tall and raring to go at the age of 84. Emami made this choice for a definite resonance between Milkha Singh's fitness and endurance, more widely celebrated with his recently released inspirational biopic '*Bhaag Milkha Bhaag*' and the health benefits imparted from Zandu Kesari Jivan. Zandu Kesari Jivan is a premium product positioned as a 'saffron enriched revitaliser' that promotes health, youthful vigour & energy through its unique composition of herbs coupled with benefits of Kesar. Zandu Kesari Jivan helps its consumers to overcome age-related slow down through the product's

Chyawanprash is a growing health supplement category in India of worth Rs 400 crores spurred by the increasing interest in Ayurveda and ancient sciences. **Mr. Harsha V. Agarwal, Director, Emami Limited** said, ***"Zandu, a pioneer and trusted leader in the field of Ayurveda for over 100 years, has been providing holistic care to millions of Indians across generations in various health facets. We are honoured to have the great Milkha Singh as the brand ambassador for Zandu Kesari Jivan, one of our premium Zandu OTC products. Our brand Zandu Kesari Jivan which promotes good health, youthful vigour & energy found a perfect fit in Milkha Singh, who even at the age of 84, is a symbol of youthfulness and vigour."***

Speaking on this association, Milkha Singh commented, ***"Through my association with Zandu Kesari Jivan, I urge all people, young and old, to pay attention to their health and fitness. A healthy mind, body and spirit is key to a youthful life."*** The new television commercial of Zandu Kesari Jivan featuring Milkha Singh is scheduled to be on air this month. The TVC, created by Scarecrow Communications and directed by Shivendra Singh Dungarpur, reflects the core brand proposition of youthfulness and elaborates on the benefits of Kesar.



With this association Milkha Singh joins the starry list of Emami's past & present brand endorsers which includes the biggest names in the field of sports as well as tinsel town like Mahendra Singh Dhoni, Sachin Tendulkar, Virendra Sehwag, Sushil Kumar, Mary Kom, Saina Nehwal, Gautam Gambhir, Amitabh Bachchan, Shahrukh Khan, Madhuri Dixit, Kareena Kapoor Khan, Bipasha Basu. **Zandu Kesari Jivan** is also endorsed by **Pandit Shri Birju Maharaj**, who epitomizes youthful vigour and energy.

This saffron enriched health supplement is from the house of Zandu Ayurveda, one of the leading manufacturers of ayurvedic medicines for ayurveda treatments in India. Zandu Kesari Jivan is filled with the goodness of Kesar, fresh Amla, exotic herbs, spices & trace minerals which helps one to gain not only physical strength but also helps to restore the youthful vigour.

Priced at Rs 370 for 450g and Rs 660 for 900g, Zandu Kesari Jivan is available across stores in India.

About Emami Group:

Emami: (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, SainaNehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate and has over 20,000 employees. The Group has presence in sectors such as Newsprint - Emami Paper Mills; India's largest newsprint manufacturer; Writing Instrument - CRI Tips Ltd, world's 4th largest ball point tip manufacturer; Retail - Emami Frank Ross Ltd and Starmark Ltd, Realty - Emami Realty, Bio Diesel and Edible Oil - Emami Biotech Ltd; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; and Contemporary Art - Emami Chisel Art.

Please visit www.emamiltd.in and www.zanduayurveda.com for further information

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