



**Emami's HE Deodorant joins hand with MTV to urge  
Youngistan to experience a rare rush of adrenaline on MTV HE Ticket  
Premieres on May 9, 2015, every Saturday @ 8:15 pm**

- *Call for entries begin with the launch of microsite*
- *Contestants to embark on a trip-of – a- lifetime with an ensemble of popular VJs*

**Kolkata, 4<sup>th</sup> May, 2015:** HE Deodorant, the popular male grooming brand from the house of Emami Ltd in collaboration with MTV, the iconic youth brand, have announced the launch of **MTV HE Ticket**, a 13-week reality show that will take contestants on exhilarating and one-of-a-kind adventures across India. The show started with call for entry through the microsite [www.mtvindia.com/heticket](http://www.mtvindia.com/heticket), and will premiere only on MTV on **May 9th** with a shortlist of 30 contestants selected assiduously through an online "All For Entry Mechanism".



MTV HE Ticket, a platform that encourages the youth to '**Be Interesting**' by treading roads less travelled will also test the endurance levels of contestants by making them encounter the extremes and the unplanned that this country has to offer.

"India as a country has a vast choice of far-flung places which are non-touristy and yet enchanting. MTV HE Ticket will be a trailblazing concept which will take the shortlisted participants on a journey to these best-kept-secrets of our country and in the process rediscover the interesting facets that are dormant within them. As a brand also, HE deodorant, epitomizes the EVOLVED man who tries to *Be Interesting* in his everyday accomplishments. MTV HE Ticket will be a journey of unique and unforeseen adventure which will showcase the sometimes exotic, sometimes bizarre, but always interesting aspects of people, places and activities" said **Mr. Harsha V. Agarwal, Director, Emami Limited**.

Speaking about the unique concept of the show **Mandar Natekar, Head - Sales, MTV** said, "At MTV we are always looking at providing our audience with unique content and interesting shows. And creating content which is in sync with brand needs is something that we have always excelled in. With MTV He Ticket, we are extremely excited to launch a unique travel based show which lets contestants bring alive the brand's personality of 'Be Interesting'. HE deodorant, known for its cool connection with the youth is the perfect partner for launching a show that works on exploring our country and the boundaries one is willing to push himself or herself to be interesting."

**Process of Selection:** The first round of enlisting involves uploading a video by the participant on the microsite [www.mtvindia.com/heticket](http://www.mtvindia.com/heticket) trying to impress and convince the MTV judges with the interesting quotient in the person.



**Show Format:** The show is structured to begin with audition fails, proceeding on to selection of contestants, pushing them to the frontier with acts that involve derring-do at the most exotic locales of India and finally culminating in joint performance of a unique task by the VJ and the participant for the first time and possibly the last time ever. In the process, the show will capture the camaraderie between participants, their shared anxieties, apprehensions and finally the joy of success.

The launch of the microsite would be supported by a 360 degree integrated communication, including digital media and point of sale activation. An interested participant will get noticed directly by the MTV judges by buying a can of HE Deodorant. Coinciding with the announcement, a MTV HE Ticket backpack containing has also been launched which will be carried by the participants during the trips.

Backed by the star power of Bollywood actor **Hrithik Roshan**, “He” Deodorant was introduced earlier last year in a slew of interesting fragrances inspired by all-time bests from the international fragrance families bottled in 6 variants—Smart, Confident, Extrovert, Recharge, Ruler and Magician.

**So Stay Tuned From May 9, Every Saturday at 8.15 pm for MTV HE Ticket**

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**About Emami Group:**

**Emami: (NSE: Emami Ltd, BSE: 531162)**, is the flagship company of the Rs.10, 000cr 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 Sona Chandi Chyawanprash and new brands like ‘HE’ Deodorant & Emami 7 Oils in One. The company has recently forayed into feminine hygiene space by acquiring ‘SHE Comfort’ sanitary napkin brand. The products from Emami are available in 40 lakh retail outlets across India through its network of 3000 distributors. Emami’s global footprint spans across 63 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 19% 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, Kangana Ranaut, Sonakshi Sinha, Hrithik Roshan, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, and Gautam Gambhir among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. It has significant presence with leadership positions in diversified industries such as Paper - Emami Paper Mills, India’s largest newsprint manufacturer; Bio Diesel and Edible Oil - Emami Agrotech (Formerly Emami Biotech Ltd), largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips, world’s 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India’s largest chain of hospitals; Retail –Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. It also has presence in Solar Power. The Group is setting up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

Please visit [www.emamiltd.in](http://www.emamiltd.in) and [www.zanduyurveda.com](http://www.zanduyurveda.com) for further information.

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