

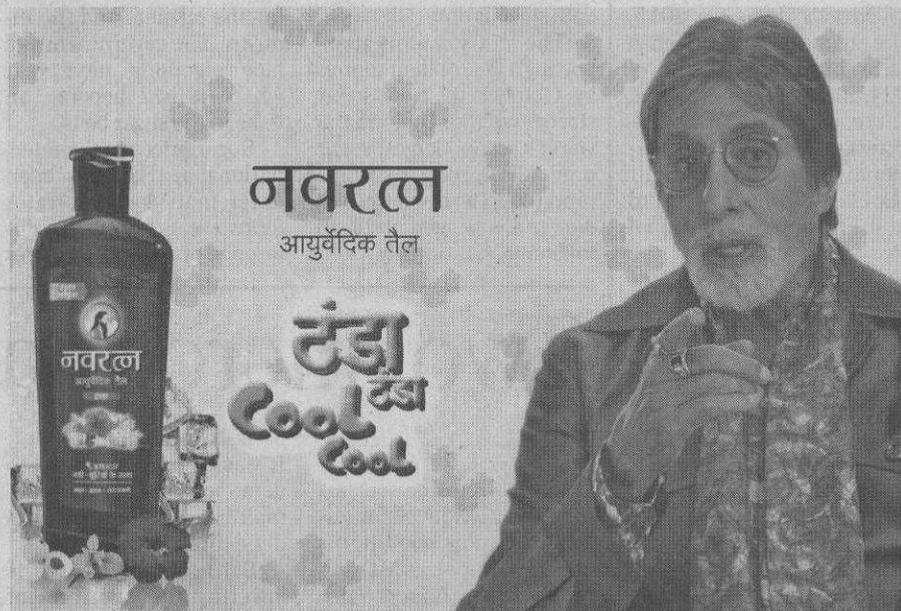
## Big B to promote Navratna Oil as Acapella singer

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Kolkata

**BOLLYWOOD** Big B will now be seen in the avatar of an Acapella singer, promoting Navratna Oil, the ayurvedic therapeutic cool oil brand from the stable of Emami Limited. He will actually be seen crooning the iconic song 'Sar jo teda chakraye' from the film Pyaasain an acapella style. The Navratna portfolio, from the FMCG major Emami Limited consists of Navratna Oil, Navratna XtraThanda Oil, Navratna Almond Cool Oil and Navratna Cool Talc.

Interestingly, Acapella is group or solo singing in choral style which is without instrumental accompaniment, where the background music is usually created by beats made by the human mouth, usually one linking to the other one, like hitting the floor, then the desk, then the wall to make a beat that goes together, while actual-



ly singing the song. Meaning "in chapel style" in Italian, acapella originated from religious music composed for use in chapels – which, unlike large churches, had no organs to accompany the song.

"The music format of acapella is growing in pop-

ularity among the young music lovers of today. We found that the rhythm of Acapella style of singing has a very direct correlation with the rhythmic sounds and actions created by barbers while giving relaxing Champis to their clients. Amitabh

Bachchan, the brand ambassador, also got instantly enthusiastic on learning about this idea and promptly agreed to lend his voice to this experimentation. It has been a wonderful experience for all of us and we have released the music digitally to connect

better with today's consumers who are digitally active and also love Bollywood music," said Nitesh Tiwari (of Dangal fame), the director of the film, digital version of which which was released on YouTube on Tuesday.

The film has been created by Leo Burnett Orchard. Quite significantly, Amitabh Bachchan has lent his baritone voice for this experimentation for the very first time in his entire illustrious career. It is also pertinent here to mention that the same song ('Sar jo teda chakraye') in a winning combination of Navratna and Bachchan as 'Rahaat Raja' created quite a stir last year in a television commercial (TVC).

Emami top officials are understandably excited over the new initiative and are confident that the new campaign would give a major boost to the brand. Harsha V Agarwal, director, Emami Limited, said, "Sar Jo Tera Chakraye, is one of

the iconic musical hits from the movie 'Pyaasa' that people still love to hum. The song and its portrayal of a barber offering relaxing Champis has a very natural correlation with our brand Navratna which when applied for a head massage also offers instant relaxation from stress, tension, headaches and sleeplessness. It is almost as if the song had been written for Navratna only! We wanted to do something engaging for our consumers with this song and our brand ambassador, Amitabh Bachchan. Big B-Bachchan, a powerhouse of talent, is one of the most innovative and experimental artist even at this age. We are very happy that he agreed to don this new hat of an Acapella singer for our brand Navratna, that has every potential to make you feel relaxed and stress-free."

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