

Emami Group ropes in Salman Khan

Kolkata: Actor Salman Khan has joined the ever-expanding brand ambassador club of Emami. He has been roped in for endorsing the group's edible oil brands along with legendary Amitabh Bachchan. Emami has three edible oil brands — Emami Healthy & Tasty, Himani Best Choice and Rasoi — apart from Bake Magic, a speciality fat brand. Salman will endorse Himani Best Choice. The other notable Emami brand ambassadors are: Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Shahid Kapoor, Sania Mirza. TNN

