



Navratna Oil awards a lifetime moment to meet the Cool God Avatar – Superstar Jr. NTR

~ Navratna Oil's 'Young Tiger Jr. NTR Tho Meeru' contest sees an exciting and fun filled moments ~

Hyderabad, 17th September 2017: Navratna, a Rs.700+ cr brand from the house of the Indian FMCG major **Emami Limited**, organized a **Meet & Greet** session with Superstar **Jr. NTR**, a Navratna brand ambassador, at a city hotel.

Over 100 lucky winners of **Navratna Cool Oil's 'Young Tiger Jr. NTR Tho Meeru'** contest got a lifetime opportunity to meet their favourite star.

Run for around 3 months from April- June, the **'Young Tiger Jr. NTR Tho Meeru'** contest was popularised through a television ad campaign featuring Jr. NTR. In a Cool God Avatar, the Superstar talked about the benefits of Navratna Ayurvedic Cool Oil in relieving stress related problems like tension, sleeplessness, headache etc. To participate in this contest, customers had to purchase a pack of Navratna Cool Oil (bottle) and text a message with the code printed on the pack to the Company. 100 lucky winners from this contest were awarded with various exciting prizes like daily mobile recharges and smart phones, with the bumper prize of getting a lifetime chance of meeting Jr. NTR himself!

The **Meet & Greet** was a fun filled interactive session with the super star Jr. NTR and the consumers who had a chance to see the star at his natural best.

Jr. NTR, who has been associated with the Navratna brand since 2015, also spoke about the benefits of using Navratna Ayurvedic Cool Oil. Speaking on the occasion, the Telegu superstar said, *"I thank all the lucky winners and it gives me immense pleasure to meet and greet them all. I thank Navratna for taking this initiative to create a platform for meeting the brand's consumers. Today's hectic and competitive environment adds stress to our lives. I find a head massage with Navratna Ayurvedic Cool Oil extremely relaxing. I am happy to be associated with a brand that delivers what it promises."*

Hailing the occasion, **Mr. Harsha Vardhan Agarwal, Director, Emami Limited**, said, *"Andhra Pradesh and Telangana region are major markets for our brand Navratna. We enjoy around 97% market share in the cool oil segment in the region and 62% nationally. We have received tremendous response to our contest 'Young Tiger Jr. NTR Tho Meeru'. The contest not only helped in strengthening relationship with our existing customers, but also enabled us to reach out to new consumers."*



The **Navratna** brand portfolio comprise of Navratna Cool Oil, Navratna Xtra Thanda Oil, Navratna Almond Cool Oil and Navratna Cool Talc.

About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.3 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.

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