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Juhi Chawla to endorse Emami's hygiene products

OUR BUREAU

Kolkata, September 11

Kolkata-based FMCG company Emami Ltd has roped in actor Juhi Chawla as the brand ambassador for its newly launched hygiene range under the BoroPlus brand.

While sanitisers under the Boroplus brand were launched in April, the company introduced toilet soaps bars (BoroPlus Antiseptic + Moisturising Soap) in June. The range is now set to hit the retail market with hand washes, it said in a press release.

According to Priti A Sureka,

Director, Emami Ltd, BoroPlus as an antiseptic cream

is a staple across households, and its extension into the personal hygiene segment was a part of the innovation plan for the brand. The company has brought forward its launches in the hygiene segment.

"The BoroPlus Hygiene

Range is all set to offer the con-

sumers a complete range of personal hygiene to fight the attack of Covid-19. For our hygiene range, we are happy to associate with Juhi Chawla," she said.

A TVC directed by Narayan Shi featuring

the actor will be on air across channels and platforms mid-

September onwards. The brand commercial narrates the story of every other family today whose hygiene habits have undergone significant changes with the onset of the pandemic, the company said in the release.

The BoroPlus Hygiene Range will be available across pharmacy and general retail stores, modern trade outlets and ecommerce platforms.