



HE Deodorant speaks gentleman's word with Hrithik Roshan and Vir Das

- Digital Campaign Film featuring standup comedian and actor Vir Das rolls out on the theme – “real men respect women”because *HE Respect* is for real men
- A brand new commercial shot with the HE brand ambassador Hrithik Roshan is also to be released very soon for *HE Respect*
- Pioneering example of brand focusing on objectification of women for commercial purposes.

Kolkata, 16 May, 2016: Its time the macho debonair shows the real 'HE' inside him that not only dares to *Be Interesting* but also holds women in high esteem. To champion the idea, **HE**, the popular deodorant brand from the house of **Emami Ltd**, has come up with a new variant, '**HE Respect.**' In a trailblazing example of a brand focusing on product development in response to the social milieu, HE Respect has devised a product idea that is not just a campaign, but an entirely new state of mind championing the cause of respect to women in all walks of life – a polar opposite to everything the category at large propagates.

Deodorant brands in general promote the concept of chic magnet attraction. In a strong deviation to the same, HE Deodorant has positioned itself differently from the very beginning with “*Be Interesting*” being its core brand value. Projecting the face of the modern metrosexual confident man, HE Deodorants, has always been a brand that instigates meaningful social conversations. Taking this brand value to the next level, HE Deodorant, for its new variant HE Respect, has launched a **3 - phased digital campaign** against such objectification of women for commercial purpose.

The new “**Respect**” campaign was designed around the central thought - *Real men Respect Women*. As a part of the 1st Video, a digital video film featuring popular stand-up comedian and actor **Vir Das** takes a dig at the objectification of women in advertising to sell products by showing men in various promotional situations which normally use women and underlining how the men felt uncomfortable in those situations. https://www.youtube.com/watch?v=sD_NeCRV9MQ

This teaser phase is supported by activation where a number of thousand men have been sent RESPECT T-shirts through the brand's online partner 'Wear your Opinion', asked to wear them and click selfie and post it on **facebook/ HE Be Interesting** and **tweet @ #HeRespect**, if they believed in the RESPECT philosophy.

Setting up the context, the film will eventually lead to the 2nd Video of HE RESPECT to showcase its main campaign starring **Hrithik Roshan** where the brand ambassador speaks out against the



disrespect shown towards women generally in the surrounding social milieu and urges young men to wear the Scent of Respect and be the Real Men Who Respect Women. <https://www.youtube.com/watch?v=2v-FiYigxxk>.

In the 3rd Video, the **HE Respect Manifesto** will be rolled out to uphold the brand essence.

The digital videos have been conceived and developed by Orchard Advertising Pvt Ltd of the Leo Burnett Group. The digital execution and amplifications for HE Respect is being handled by the digital agency - WAT Consult.

“We at Emami believe that there is a need to nurture a positive role model among men, who are able to accord due respect to women. HE RESPECT seeks to honour and bring into light such men who believe in honouring women. The main thought of the campaign was that, Real Men, Respect Women. Also as a brand, HE believes that every human being has an interesting side to him and he should strive to live the interesting life” said **Mr. Harsha V. Agarwal, Director, Emami Limited**, on the occasion of this announcement.

Talking about the campaign, **Mr. Raj Deepak Das - Chief Creative Office, The Leo Group** said, “HE Respect has been a passion project for us from the very beginning. We were clear that an important message needs adequate firepower and support to make a real difference. And we had fantastic partners in the HE brand team who believed in us enough to develop an entirely new product and then a powerful campaign that takes on well-established industry practices head on.”

Rajiv Dingra, Founder & CEO, WATConsult, the brand’s digital agency said, “In today’s times, brands sometimes know no bounds when it comes to promoting a certain product. We objectify women in a heartbeat if it gets us the sales we want. That being said, I am very proud of the route HE Deodorants is taking to promote their new fragrance ‘Respect’. Showing the men what they might face when the tables turn is something completely unprecedented. The response the brand has received so far has been overwhelming. “

HE Respect will be made available across all metro cities and E-commerce portals in a pack size of **150 ML priced at Rs 190/-**. An interesting interplay of aromatic, woody and marine families gives the variant its distinctive long-lasting fragrance.

Digital Film details:

Links: https://www.youtube.com/watch?v=sD_NeCRV9MQ ; <https://www.youtube.com/watch?v=2v-FiYigxxk>

Working Title of the film: HE Respect

Duration: 1 minute 10 secs; 35 secs

Exposure Medium: Digital

Creative Agency: Orchard Advertising Pvt. Ltd, Mumbai (Leo Burnett Group)

Digital Agency: Wat Consult, Mumbai

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 Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. In 2015, Emami Ltd acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 16% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

Emami Ltd is the flagship Company of the diversified Emami Group. Please visit www.emamltd.in for further information.

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