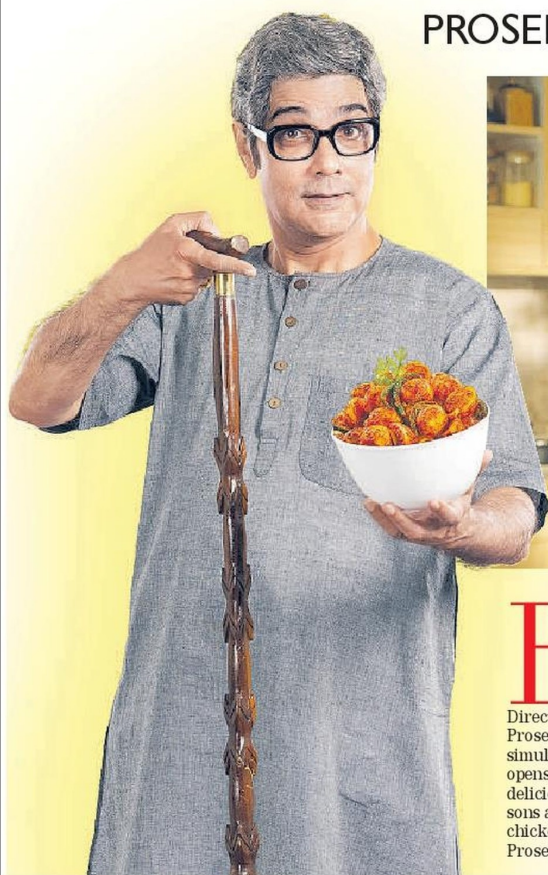


News monitored for: Emami Group

PROSENJIT PRESENTS YUMMY DELIGHTS IN A NEW AD



He is well-known for constantly reinventing himself. Prosenjit took the double-role to another level in the film *Jaattishwar*. Now, the superstar is all set to offer another surprise — he'll be seen in multiple roles in a new TVC for Emami Healthy & Tasty Mantra Masala. Directed by Aniruddha Roy Chowdhury, the ad film sees Prosenjit playing four characters across generations, simultaneously portraying the father and his sons. The ad opens with the entire household eagerly waiting for a delicious lunch spread to be prepared. The father and his two sons are seen singing about dishes like *kochi panthar jhole*, chicken *kosha*, *shorshe posto* and *chingri malakari*. And Prosenjit also emerges as the chef and presents a wide range

of dishes prepared with Emami Healthy & Tasty Mantra Masala.

"It was lovely to work with Tony (Aniruddha) again. He is one of the leading ad filmmakers. The shoot was challenging and Tony handled it calmly and very interestingly. The bonding between the family members has come out really well," said Prosenjit, who loved all the four different looks. "There is a rock star modern look, another with a retro feel and another one where my character looks like someone from the black-and-white film era," said Prosenjit.

Emami Healthy & Tasty Mantra Masala offers an exciting range of blended spices of Meat Masala, Chicken Masala, Shahi Garam Masala and Shorshe Posto, which are suited for making delicious Bengali delicacies.