Madhuri Dixit Returns to the Emami Family as the New Face of BoroPlus

Launches 'A Perfect Gift for Family', a heart-warming winter campaign built around BoroPlus' enduring promise of 'Sardi Ki Nazar Na Lage'

Kolkata, 16 November 2026: Emami's iconic **BoroPlus Ayurvedic Antiseptic Cream** has announced celebrated actor and one of India's most loved cultural icons, **Madhuri Dixit**, as its newest brand ambassador. Marking the beginning of this association, the brand has unveiled its new winter campaign, **'A Perfect Gift for Family'**, produced by **Rajkumar Hirani's RH Films**.



The campaign centres around a simple yet powerful truth: when it comes to family, care often lies in the smallest everyday gestures. Built around the thought ***'Sardi Ki Nazar Na Lage'***, the film positions BoroPlus Ayurvedic Antiseptic Cream as a multi-purpose expression of warmth, protection and care during the winter season.

Created with a contemporary and relatable narrative, the film brings alive the many ways BoroPlus cares for Indian families during winter. More than just a moisturiser, BoroPlus is a versatile skincare solution that moisturises dry skin, helps heal minor cuts and cracks with its antiseptic properties, and doubles up as an effective night cream. Through relatable family moments, the campaign highlights how BoroPlus seamlessly fits into everyday life, making it a trusted winter essential across generations.

The launch of this new BoroPlus campaign also marks a special reunion between Madhuri Dixit and Emami. Having earlier collaborated on the popular “Beauty Secrets by Madhuri” range, the actor now returns to the Emami family as the face of BoroPlus, joining the distinguished league of brand ambassadors that has featured **Amitabh Bachchan, Kareena Kapoor, Kangana Ranaut, Akshay Kumar** and several other celebrated personalities.

With Madhuri's enduring appeal, warmth and strong connection with family audiences, the campaign aims to further strengthen BoroPlus' position as one of India's most trusted winter skincare brands and drive greater everyday usage across households.

Commenting on the association, Madhuri Dixit said, *"Coming back to the Emami family through BoroPlus feels truly special. What I love about this campaign is that it celebrates the everyday acts of care that bring families closer together. BoroPlus has been a trusted part of Indian homes for years, and I am delighted to be associated with a brand that continues to stand for protection, warmth and family care."*

Mr. Vikas Srivastava, Vice President – Marketing Skincare, Emami Ltd., said, *"BoroPlus has been a trusted companion to Indian families for decades, offering effective winter care rooted in Ayurveda. We are delighted to welcome Madhuri Dixit as the new face of BoroPlus. Her credibility, timeless appeal and strong connect with families make her a natural fit for the brand. Through the 'Sardi Ki Nazar Na Lage' campaign, we are celebrating the spirit of care and protection that has always been at the heart of BoroPlus while reinforcing its relevance for today's consumers."*

The campaign is being rolled out nationwide across television, digital platforms & cinema ahead of the peak winter season.

TVC Link: https://www.youtube.com/watch?v=fE8ZkUQbVlU

Campaign Credits

Film: *A Perfect Gift for Family*
Director: Karan Narvekar
Producer: Sanjiv Kishinchandani
Production House: RH Films LLP
DOP: Manu Anand
Editor: Rameshwar Bhagat
Music: Aman Pant
Post Production: Image Device / Splice

About Emami Limited:

Emami Limited (NSE: EMAMILTD, BSE: 531162), founded in 1974, is the flagship company of the Emami Group and one of India's leading FMCG companies in the personal care and healthcare space. With a portfolio of over 1000 products, Emami's iconic brands include Navratna, BoroPlus, Zandu, Kesh King, Dermicool, Smart And Handsome, Mentho Plus, 7 Oils in One, Creme 21 among others.

The Company has consistently strengthened and diversified its portfolio through strategic acquisitions and investments across high-growth consumer segments. In addition to acquisitions such as Zandu, Kesh King, Creme 21 and Dermicool, Emami has strategically invested in a new generation of consumer brands, including The Man Company, Brillare, Alofrut and IncNut, which have since become subsidiaries of the Company. Other strategic investments include The Furball Story and TruNative, reflecting Emami's focus on identifying and nurturing emerging consumer businesses.

Emami's products reach over 5.4 million retail outlets in India through a network of 4000+ distributors, while its international presence spans 70+ countries. Known for its strong consumer connect, innovative marketing and distinctive brand-building capabilities, Emami continues to leverage its deep consumer insights, brand-building expertise and strategic investment approach to create enduring brands and new avenues for growth in India and international markets.

For further information, please contact:
Mahasweta Sen
Head -Corporate Communications
Email: mahasweta.sen@emamigroup.com