

The show, titled 'MTV HE Ticket', will promote Emami's He Deodorant. Starting May 9, it will be aired every Saturday at 8.15 PM.

Emami has tied up with MTV, the youth entertainment channel from Viacom18, to launch a reality show that promotes its deodorant brand HE.

Titled 'MTV HE Ticket', the show is a 13-week reality series that will take contestants on 'one-of-a-kind adventure' across India. The channel has kick-started the call for entry for the show through the microsite mtvindia.com/heticket, at the end of which there will be 30 shortlisted contestants.

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'MTV HE Ticket' aims to encourage the youth to 'Be Interesting' by treading roads less travelled, and will also test the endurance levels of contestants by making them encounter the extremes and the unplanned that the country has to offer.

Harsha V Agarwal, director, Emami, says, "India as a country has a vast choice of far-flung places which are non-touristy and yet enchanting. 'MTV HE Ticket' will be a trailblazing concept which will take the shortlisted participants on a journey to these best-kept-secrets of our country and, in the process, rediscover the interesting facets that are dormant within them. As a brand also, HE deodorant epitomises the evolved man who tries to 'Be Interesting' in his everyday accomplishments. 'MTV HE Ticket' will be a journey of unique and unforeseen adventures which will showcase the sometimes exotic, sometimes bizarre, but always interesting aspects of people, places and activities."

Mandar Natekar, head - sales, MTV, adds, "At MTV, we are always looking at providing our audience with unique content and interesting shows. And creating content which is in sync with brand needs is something that we have always excelled in. With 'MTV He Ticket', we are extremely excited to launch a unique travel-based show which lets contestants bring alive the brand's personality of 'Be Interesting'. HE deodorant, known for its cool connection with the youth, is the perfect partner for launching a show that works on exploring our country and the boundaries one is willing to push himself or herself to be interesting."

The show is structured to begin with audition fails, proceeding on to selection of contestants, pushing them to the frontier with acts that involve derring-do at exotic locales of India and finally culminating in the joint performance of a unique task by the VJ and the participant for the first time and possibly the last time ever.

In the process, the show will capture the camaraderie between participants, their shared anxieties, apprehensions and finally the joy of success.

The launch of the microsite would be supported by a 360-degree integrated communication plan, including digital media and point-of-sale activation. An interested participant will get noticed directly by the MTV judges by buying a can of HE Deodorant. Coinciding with the

announcement, a 'MTV HE Ticket' backpack has also been launched which will be carried by the participants during the trips.

Backed by the star power of Bollywood actor Hrithik Roshan, He Deodorant was introduced in early 2014 in a slew of fragrances inspired by all-time bests from the international fragrance families bottled in six variants - smart, confident, extrovert, recharge, ruler and magician.