



## Emami's HE Deodorant joins hand with MTV

HE Deodorant, the popular male grooming brand from the house of Emami Ltd in collaboration with MTV, the iconic youth brand, has announced the launch of MTV HE Ticket, a 13-week reality show that will take contestants on exhilarating and one-of-a-kind adventures across India. The show started with call for entry through the microsite [www.mtvindia.com/heticket](http://www.mtvindia.com/heticket) <<http://www.mtvindia.com/heticket>>, and will premiere only on MTV on May 9 with a shortlist of 30 contestants selected assiduously

through an online "All For Entry Mechanism". MTV HE Ticket, a platform that encourages the youth to 'Be Interesting' by treading roads less travelled will also test the endurance levels of contestants by making them encounter the extremes and the unplanned that this country has to offer.

"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, epitomizes the EVOLVED man who tries to Be Interesting in his everyday accomplishments. MTV HE Ticket will be a journey of unique and unforeseen adventure which will showcase the sometimes exotic, sometimes bizarre, but always interesting aspects of people, places and activities" said Harsha V Agarwal, Director, Emami Limited.

Speaking about the unique concept of the show Mandar Natekar, Head - Sales, MTV said, "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."

'He' Deodorant was introduced earlier last year in a slew of interesting fragrances inspired by all-time bests from the international fragrance families bottled in six variants - Smart, Confident, Extrovert, Recharge, Ruler and Magician. So stay tuned from May 9, every Saturday at 8.15 pm for MTV HE ticket