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Emami enters deodorant segment; ropes in Hrithik Roshan

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Tags: [Emami deodorants](#), [Hrithik Roshan](#), [Emami brand ambassador](#), [Emami advertisement](#), [Hrithik Roshan endorsement](#)



New Delhi: FMCG firm Emami on Monday entered the deodorant segment with plans to garner around 7 percent share in the estimated Rs 2,000 crore market in two years.

The Kolkata-based firm, which has launched the 'HE' range of deodorants, has roped in Bollywood actor Hrithik Roshan as the brand ambassador.

"We expect a market share of 5-7 percent in the category in the next 2 years. We would like to become a leading player in the segment going ahead," Emami Ltd Director Harsha V Agarwal told PTI.

Deodorant, despite being the cluttered Rs 2,000 crore category, is still the largest and fastest growing in the male grooming segment clocking double digit growths, he added.

"The level of penetration being very low, the segment has dynamic prospects," Agarwal said.

When asked about the rollout of the brand, Agarwal said the six variants of the deodorant range are in the process of being launched across the country, except for South India.

"The brand would be launched in South India in the second phase," he added.

On roping in Roshan as the brand ambassador, Agarwal said: "We are extremely happy to have Hrithik Roshan on board with us. Hrithik, with his international appeal resonates with youth. He is a great fit for 'He' Deo".

PTI

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