

# Hrithik turns Brand ambassador for He Deo

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

On roping in Roshan as the brand ambassador, Emami Ltd Director Harsha V Agarwal told PTI: "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".

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.

Talking about this association, Hrithik said, "HE deodorant is for men who detest being commonplace. In life, there are two ways of doing things. The normal, which is also the easiest but boring way or, the interesting way and 'HE' is for those people who want to make things happen."

Check out these pics and the ad video!





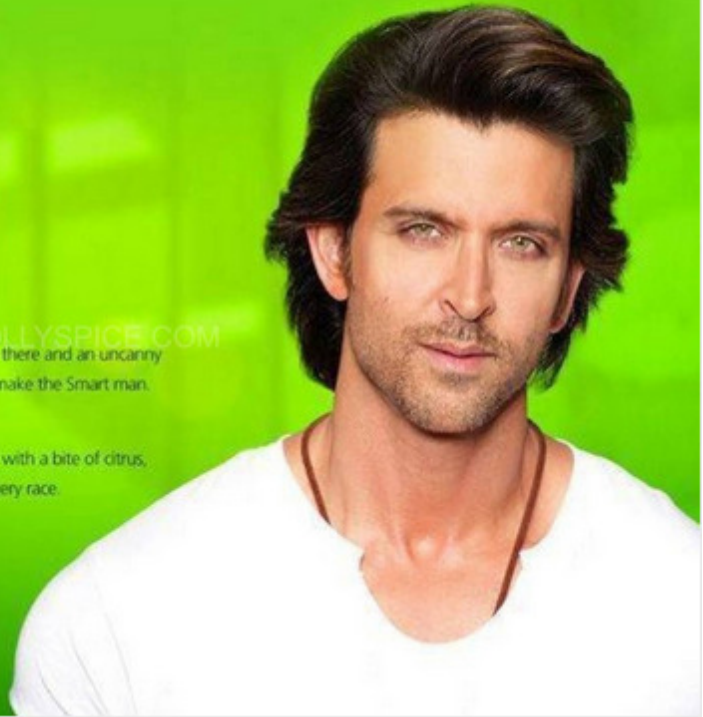


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