

Why Brand Hrithik is in a Class of Its Own

He's one of Bollywood's hottest heartthrobs, but that's not the only reason marketers of luxury and aspirational labels gravitate towards the silver screen's Greek god

:: Ishani Duttagupta

A Hrithik Roshan-starrer is a bit like Christmas: it tends to come once a year. Consider: *Bang Bang*, which has Hrithik in the lead role and is set for release on October 2, comes a full year after his last film *Krrish 3*. And fans will have to wait for at least another year for the next Hrithik flick – Ashutosh Gowariker's *Mohenjo Daro*.

The lack of visibility – relative to, for instance, the three Khans – coupled with the very public separation from his wife may tempt you to conclude that the Hrithik magic is on the wane. Fans of the 'Greek God' of Bollywood may disagree – and the brands that are riding on the star will certainly rubbish that notion. Marketers in the know point out that Hrithik still commands a fee of between ₹2 crore and ₹3 crore per brand endorsement, not far behind what Shah Rukh Khan and Salman Khan pocket for similar activities (see *How They Stack Up*).

Marketers Keen to Bet Big

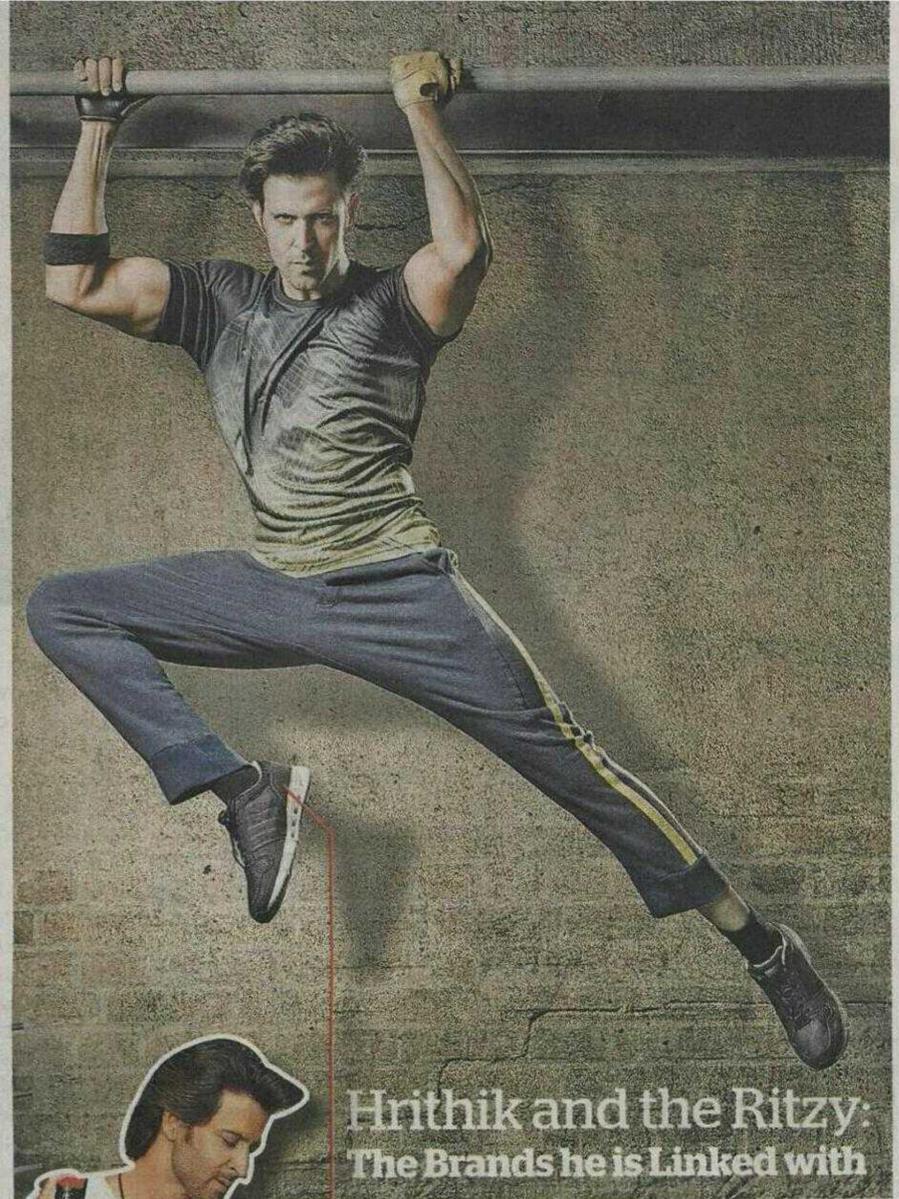
So what is the unique value that Hrithik brings to his brand portfolio?

According to the man himself, it's the formula of putting all his eggs in one basket that works both in selecting films and brand endorsements. In his 14 years in Bollywood, he has been very selective about films and done only 17 compared with 50-plus by some of his counterparts in this period.

"It's not how well dressed you are or your good looks that are your strength. My strength is the character that comes through when I interpret the moment and the experiences that shine through my countenance, which are most important both for the brands that I endorse as well as the roles that I play in films," he told *ET Magazine* in an exclusive interview.

In short, he is an actor before anything else and the rest comes as a by-product. "The movies are where my success comes from but I also like spreading awareness about the brands that I work with. That's as much a part of my work as are the movies," he adds.

Marketers who are



Hrithik and the Ritzy: The Brands he is Linked with



Myntra: Collaborated with Hrithik for an active **lifestyle apparel** and **casual wear collection** under the **HRX** brand

HE: A **deo** from **Emami**, it is targeted at the new alpha male in the age group of 18-35 years

Rado: Brand ambassador for the **Swiss watch brand in India**; recently Rado launched a TV campaign featuring Hrithik for the new **DiaMaster collection** and extended the relationship with him for three more years

J. Hampstead: His physique and Greek god looks fit well with a brand that aims to be **fashionable and stylish** and is aimed at young achievers

OPPO Mobiles: The Chinese smartphone brand features Hrithik and Sonam Kapoor in a **TV commercial for its N1 range**

Mountain Dew: Has done some daring stunts for the TV ads of the **soft drink brand**



