

International Men's Day to be celebrated in India

India Blooms News Service

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Mumbai/ Kolkata, Nov 18 (IBNS) HE, the popular deodorant brand from the house of Emami Ltd, has launched a campaign #ShowMenSomeLove on the occasion of the first ever International Men's Day celebration in India on Nov 19.



To commemorate the day, the brand is urging India to 'WEAR THE COLOR BLUE' as a simple gesture to show love to men.

"The idea of alpha males has fallen out of favor for quite some time now. HE deodorant, as a brand, epitomizes the EVOLVED man who tries to "Be Interesting" in his everyday accomplishments. Hence, the brand heralds the emergence of positive role models in the society who do not shy away from obligations, but lends his charming touch to everything. The brand campaign focusses on the fun element and urges people to wear Blue to celebrate Men's Day, which in no way undermines the role of women in our society" said Harsha V. Agarwal, Director, Emami Limited.