

Dr. Morepen Signs Sonali Bendre, Launches New Campaign

Popular Bollywood star Sonali Bendre will now be the new face of Dr. Morepen the lifestyle health brand. In her new role as its brand ambassador, Sonali will be endorsing a wide range of OTC health products and diagnostic equipment in a new multimedia campaign that is slated to be launched soon.

New Delhi, Delhi, November 18, 2009 /[India PRwire](#)/ -- Popular Bollywood star Sonali Bendre will now be the new face of Dr. Morepen the lifestyle health brand. In her new role as its brand ambassador, Sonali will be endorsing a wide range of OTC health products and diagnostic equipment in a new multimedia campaign that is slated to be launched soon.

She will be seen in several upcoming commercials, press and other mediums.

Since its inception in 2001, Dr. Morepen has grown rapidly as a major player in the Pharma Industry. Their foray into the health and wellness segment with an array of OTC as well as health and wellness products has today made Dr. Morepen a familiar name.

By signing on Sonali Bendre as the brand ambassador, the company is clearly seeking to scale new heights and consolidate 'Dr. Morepen' brand name in the health and wellness segment. A host of new products are slated to be rolled out in categories like the growing emergency contraceptive market, aches & pains, Anti-pyretic etc.

Asked what prompted her to take up the assignment, Sonali replied,

"Health & overall wellness is becoming increasingly important in today's fast paced world. I'm very happy to be associated with Dr. Morepen who are providing realistic, holistic & handy solutions to our everyday health problems"

Commenting on her own lifestyle, Sonali said, "People always ask me how I manage to strike a balance between my hectic schedule and a healthy lifestyle. But as you know, routine health problems can come in unwarranted and can strike anyone. But I tell them "why fikar?" Just make sure you have Dr. Morepen handy at home or in the bag with you. "

Commenting on Sonali Bendre as brand ambassador for Dr. Morepen, Mr. Sushil Suri, Chairman & Managing Director, Morepen Labs, said "Sonali Bendre is a perfect example of an Indian woman, handling brilliantly both professional and personal duties with ease, an aspiration for every Indian woman and Dr. Morepen is a brand which helps people live life to the fullest and provide them solutions for the daily health ailments effecting their lifestyle. Moreover, Sonali Bendre has a universal appeal that extends to everyone across age groups, just as our brand Dr. Morepen. We believe her endorsement of Dr. Morepen will go a long way towards reinforcing the attributes of the brand and reiterate the positioning 'Dr. Morepen. Toh Y Fikr'."

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