

Anarkalli Brand Ambassador for Veet



Naef Ahomed, Country Manager, Reckitt Benckiser handing over the agreement to Anarkalli Aakarsha who is appointed as the brand ambassador for Veet. Also in the picture is Bertram Paul Head of Marketing - Reckitt Benckiser and Bishma Weeraman, the Assistant Brand Manager for Veet

Anarkalli Aakarsha has been appointed as the brand ambassador for Veet in Sri Lanka. Naef Ahmed, Country Manager, Bertram Paul, Head of Marketing and Bishma Weeraman, Assistant Brand Manager represented Reckitt Benckiser, who recently launched Veet in Sri Lanka.

As part of the agreement Anarkalli will be featured in TV commercials, print, point of sale material and other advertising for Veet in Sri Lanka. She will also be involved in events promoting Veet. Veet is the world's leader in depilatory products, with origins in France and an 80-year-old heritage.

The product is sold over 50 countries and has been certified by the British Skin Foundation. Veet is a "Power-brand" of Reckitt Benckiser, meaning that it is a

brand chosen by the multinational Co. (MNC) globally for focus in terms of investment in brand and new product development.