

Glenmark ropes in Rohit Sharma as brand ambassador for Candid Dusting Powder

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Glenmark Pharmaceuticals, a research-led, global integrated pharmaceutical company, has announced a new brand ambassador for its global consumer care business. Rohit Sharma, also known as the 'Hitman of Indian Cricket' has officially signed on to represent Glenmark's Candid Dusting Powder, a legacy brand of the company's consumer care division. Candid Powder brand is a market-leader in its category, with a market share of 64 per cent in the medicated powder category.

Commenting on the association, Dhawal Katkar, Vice President and Head – Glenmark Consumer Care, Glenmark Pharmaceuticals, said, "We are excited to be associated with Rohit Sharma. He brings refined expertise and skill to the game of cricket in much the same way that Candid Powder has proven to be an expert in the solution of four skin problems. Just like Rohit Sharma has all-round expertise in all formats of the game, Candid Powder too, is a proven solution for identified skin related problems."