



'Chubki Hatao, Khushali Pao - Gillette ke saath'

~ Neha Dhupia discusses key issues with Chubki. Urges men to get rid of the trouble associated with stubble~

Ahmedabad, February 22, 2012: Bollywood diva Neha Dhupia embarked on a mission to talk about the key issues associated with men's stubble. She firmly believes that men with stubble have something to hide and she is likely to be wary of them. Neha took it upon herself to highlight key issues behind men's stubble, urging them to get rid of the trouble associated with their stubble.

Echoing a Nielsen survey in India commissioned by Gillette where men and women across different cities agreed that they are more wary of men with Chubki, Neha talked about different situations in her life where she has avoided men with stubble. She concurred wholeheartedly with the Nielsen claim that 73% of men and women agreed with the statement "women in college are likely to go on a date with a clean shaven guy than a guy with stubble". Some other interesting findings that Neha resonated with were that 70% of men and women agreed with the statement "women are more likely to listen to a clean shaven sales representative when he rings the door bell" and 69% of men and women agreed with the statement "women are more likely to accept help from a clean shaven guy than a guy with stubble."

At the event, Neha spread the message that stubble spells trouble for people and urged men to shave off their stubble. She felt that the only thing that should be on a man's face is an enticing red lipstick mark from women.

The gorgeous model turned actress, Neha Dhupia said "I am here to join the 'Chubki Hato' movement and urge men to shave off their shady stubble. I want men to understand that even though they think Chubki is cool and macho, most people believe that stubble is trouble and leaves an impression of someone who takes his woman for granted. I personally attach a lot of importance to first impression and I am little wary of men with Chubki. In fact, the only redness on a man's face should be of the red lipstick mark from his woman."

The *Nielsen survey findings brought to light some interesting facts about women's choices.

- 61% of men and women agreed with the statement "women will not stop their car near a group of men with stubble"
- 72% of men and women agreed with the statement "girls in college are likely to go out with a clean-shaven guy than a guy with stubble"
- 69% of men and women agreed with the statement "women believe men with stubble are more likely to get stopped at an airport"
- 69% of men and women agreed with the statement "women believe, men upload clean-shaven pictures in order to receive more interests from women on a matrimonial site"

- 69% of men and women agreed with the statement “brides friends (Women) are more likely to approach a clean-shaven friend of the groom for a dance”
- 70% of men and women agreed with the statement “women are more likely to put up a friend suggestion of a clean-shaven guy vs. a guy with stubble”
- 74% of men and women agreed with the statement “girls would prefer to sit next to a clean-shaven guy in her class”

*Claims generated by a Nielsen survey commissioned by Gillette done in a few metros in January 2012

For further information, please contact:

Corporate Voice | Weber Shandwick - Amanda Mendonza - +91 9833977315
amanda@corvoshandwick.co.in