



Give your existing car a makeover with Ambi Pur Car fresheners

Actress Neha Dhupia recommends Ambi Pur air freshener for your existing car, keeping it smelling fresh like new, year after year on continuous usage

24th August, 2012, Mumbai- Monsoons with all its wonders brings along with it an ever lingering unpleasant smell of dampness in everything it touches including our cars. It leaves us feeling unpleasant, tired and dejected. Get rid of those damp smells and replace them with a fresh like new smell which makes driving comparatively easy and enjoyable.

Consumer research revealed an interesting insight, which was that men love the newness factor of their car but fail to maintain this over a period of time. Keeping this in mind Ambi Pur has launched the campaign with actress Neha Dhupia to drive the importance keeping your car smelling fresh as a new. Additionally, **Ambi Pur Fresh Like New** campaign emphasizes that using Ambi Pur can lead to positive outcomes.

Three lucky individuals were chosen from the Ambi Pur India Facebook page to come meet Neha Dhupia to participate in the **Ambi Pur Fresh As New Challenge**. Neha Dhupia who was blindfolded, chose one lucky person out of the 3 with the freshest smelling car. This activity was held at the Courtyard of High Street Phoenix today.

The event witnessed the beautiful actress performing an aarti for the chosen car highlighting the message that with Ambi Pur your car smells fresh as new. And anything new deserves a ritual.

Commenting on the need to have freshness in one's car, **Neha Dhupia said**, "Being an actress, my day comprises of long number of hours spent on the road travelling to shoots. It's a tedious task especially on Mumbai roads. But after putting Ambi Pur, my journeys have become a pleasant experience and I look forward to travelling even more."

According to **Vidya Murthy, Marketing manager, P&G, fabric & home care**, "**Ambi Pur** car fresheners encourages consumers to maintain the fresh like new smell of their cars making themselves and people around them feel better and enjoy a pleasant drive."



According to **Rajendra Kalkar. Sr. Center Director, High Street Phoenix**, "High Street Phoenix welcomes the **Ambi Pur Fresh Like New** campaign. Since we Mumbaikars spend a good amount of our time holed up in cars, driving in a car that smells as fresh as new will ensure that the zillionth traffic jam will seem a bit more bearable, and long drives from one end of the city to the other, remains much more enjoyable. High Street Phoenix's association with Ambi Pur seeks to educate the consumer about the need to own a fresh smelling car."

Ambi Pur is available in 4 mesmerizing fragrances –

- Aqua,
- Lavender
- Pacific Air
- Vanilla Bouquet

Pricing - The Car starter kit is priced at Rs 180/-, refills are priced at Rs. 130/-. MRP is inclusive of all taxes.

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