

## List of Recently Appointed Brand Ambassadors: 2017-18

2018

Name of the Brands & Campaigns	Person
<b>January 2018</b>	
Sikkim	A R Rahman Named
Harman International	Priyanka Chopra
Leonardo Olive Oil	Chef Sanjeev Kapoor
Emami for edible oil business	Salman Khan

2017

Name of the Brands & Campaigns	Persons
<b>January 2017</b>	
Gionee	Virat Kohli
Asian Paints 'Ultima Protek	Ranbir Kapoor
International Ambassador of Stanchart, Mumbai	David Rudisha
Brand Ambassador of Momentum, Jharkhand	M S Dhoni
IG International	Sonu Sood
Kings XI, Punjab Brand Ambassador	Virender Sehwag
Swiss watch manufacturer IWC Schaffhausen	Sonam Kapoor
<b>February 2017</b>	
First female ambassador for 'Swacch Bharat Abhiyan'	Anushka Sharma
SBI PO Recruitment Ad	Arundhati Bhattacharya
Ambassador role at FIFA	Diego Maradona
American Cancer Society Global Ambassador	Normani Kordei
Sight Savers	Kabir Bedi

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'Swacch Bharat'	Shilpa Shetty
Lloyd Electric	Amitabh Bachchan
<b>March 2017</b>	
Montblanc International	AB de Villiers
PepsiCo's Sports drink Gatorade	P.V. Sindhu
Blind Cricket world cup	Shahid Afridi
Women's World cup 2017	Sachin Tendulkar
One Plus India	Amitabh Bachchan
India's Ambassador to World Trade Organization (WTO)	J S Deepak, IAS
Global Ambassador of Cochlear, the hearing implant maker	Brett Lee
Salon hair brand L'Oreal Professional for India	Twinkle Khanna
<b>April 2017</b>	
Micromax	Anil Kapoor
Goibibo	Deepika Padukone
ICC Champions Trophy (Among eight)	Harbhajan Singh
Jewellery Brand Voyalla	Rannvijay Singh
Puma Women	Actress Disha Patani
<b>May 2017</b>	
Yatra.com	Ranbir Kapoor
Gionee (Other Ambassadors)	Diljit Dosanjh, Shruti Hassan & Dulquer Salmaan
<b>June 2017</b>	
Wildlife Trust of India	Dia Mirza
Eazy Diner	Yuvraj Singh
Ambassador to promote Goods & Service Tax	Amitabh Bachchan
Government's Skill India Campaign	Priyanka Chopra

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Gionee India	Actor Prabhas
Food Panda	Shahrukh Khan
Indian Film Festival of Melbourne (IFFM)	Vidya Balan
<b>July 2017</b>	
Signature Global	Vidya Balan
Indoor Cricket Team	Sandeep Patil
Tata Sky	Actress Nayanathara
Tamil Thalaivas	Kamal Hassan
Srinagar Municipal Corporation (SMC)	Bilal Dar
Hyundai Motor India	Shahrukh Khan
Younger Face	Taapsee Pannu
Beauty Brands' App	Pooja Hegde
<b>August 2017</b>	
Joyalukkas	Actress Kajol
Swachh Bharat Mission in Uttar Pradesh	Akshay Kumar
UAE based Gulf Petrochem Group, GP Petroleum Limited	Suresh Raina
Panasonic for Smartphones	Taapsee Pannu
Indian health and wellness startup company Cure. Fit	Hrithik Roshan
Mumbai-based new age financial services group- InCred	Rahul Dravid
<b>September 2017</b>	
Swachh Bharat Abhiyan in Uttarakhand	Akshay Kumar
First Indian woman ambassador for Tourism Australia	Parineeti Chopra
Srinagar Municipal Corporation (SMC).	Bilal Ahmad Dar
Bridgestone India	PV Sindhu
Telugu Tigers	Rana Daggubati
Metro Shoes	Katrina Kaif, Siddharth Malhotra

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PC Jewellers.	Akshay Kumar, Twinkle Khanna
Asus for its range of laptops and smartphones	Disha Patani
<b>October 2017</b>	
Swachh Andhra Mission	PV Sindhu
Delhi Dynamos FC for upcoming Indian Super League Football season.	Jacqueline Fernandez
Ghaziabad Municipal Corporation (GMC) and also the brand ambassador of Swachh Bharat Mission in Ghaziabad City (Uttar Pradesh).	Suresh Raina
LensKart	Katrina Kaif
PUMA	Disha Patani
<b>November 2017</b>	
UN Environment Goodwill Ambassador For India	Dia Mirza
World Packaging Organization	Chakravarthi AVPS
Gatorade	Neeraj Chopra
Brand Ambassador of an International Swimwear Giant	Virdhawal Khade
<b>December 2017</b>	
English Premier League (EPL) brand ambassador	Ranveer Singh
Tata Motors for its Commercial Vehicles Business	Akshay Kumar
UN Environment Global Goodwill Ambassador	Ellie Goulding
Poker Sports League	Viswanathan Anand
Brand Ambassador for Too Yumm	Virat Kohli

### Brand Ambassadors of Govt. Schemes & Campaign

Person	Brand Name	Remarks
Amitabh Bachchan	City Compost Campaign	A part of the

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		'Swachh Bharat Mission'
John Abraham	Arunachal Pradesh Tourism Ambassador	To promote tourism in Arunachal Pradesh
Narendra Modi	Incredible India	
Nawazuddin Siddiqui	UP farmers' scheme Samajwadi Kisan Beema Yojna	The scheme provides for cashless treatment up to Rs 2.5 lakh and Rs. one lakh for the organ transplant.
PV Sindhu	Central Reserve Police Force (CRPF)	
Sachin Tendulkar	Anti- liquor and antidrug campaign of Kerala	It will create awareness among people against alcoholism and drug abuse.
Sakshi Malik	Beti Bachao, Beti Padao campaign" in Haryana	chosen to promote the tourism of Arunachal Pradesh
Virat Kohli	Punjab National Bank	
Vidya Balan	Samajwadi Pension Yojna	Launched by Uttar Pradesh Govt.
Piruz Khambatta	Make In India	Launched by Prime Minister Narendra Modi
Shah Rukh Khan	West Bengal Brand Ambassador	The campaign started with shortlisting 200 places from all of the Indian states.

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Steffi Graf	Kerala's Ayurveda	to promote tourism and position the state of Kerala as home of ayurveda.
Shilpa Reddy	Confederation of Women Entrepreneurs (COWE)	Create centres of excellence for women to gain knowledge, develop skills, provide infrastructure, access to resources to their business.
Baba Ramdev	Brand Ambassador of yoga and Ayurveda in Haryana	promote yoga and Ayurveda in a big way
Ankit Fadia	Digital India	It was launched on 1 July 2015 by Prime Minister Narendra Modi.
Amitabh Bachchan	Swachh Bharat Abhiyan	Started by Prime Minister Narendra Modi.
Amitabh Bachchan	Pulse Polio	To promote Polio Eradication Campaign
Dia Mirza	Swachh Saathi	Swachh Bharat Mission's youth-based Swachh Saathi (student internship) programme
Madhuri Dixit	MAA- Mother's Absolute Affection'	
Deepika Padukone	Indian Psychiatric Society	The largest association of

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		Indian Psychiatrists
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### Goodwill Ambassadors

A varied range of organizations employ goodwill ambassadors to endorse their programs and reach out to others with programs that are based on good relations, from multinational groups such as the United Nations and United Nations Associations etc.,

### List of UNICEF Goodwill Ambassadors

- The United Nations International Children's Emergency Fund was formed by the United Nations General Assembly on Dec-11-1946, to deliver emergency food and healthcare to children in nations that had been devastated by World War II. Danny Kaye was the first to hold the position, with the title of Ambassador-at-Large granted in 1954.
- The objective of the program is to allow celebrities with a demonstrated interest in UNICEF matters to use their fame to draw attention to important issues. This may take the form of public appearances and talks, visits to troubled regions, which draw attention from the media, and use of their political access to advocate UNICEF causes.
- **The UN children's agency UNICEF appointed its youngest goodwill ambassador — 19-year-old Syrian refugee and education activist Muzoon Almellehan.**

### International Ambassadors & Advocates

<u>PERSON</u>	<u>COUNTRY</u>	<u>APPOINTED YEAR</u>
Lilly Singh	Canada	July-2017
<b><u>NATIONAL AMBASSADORS</u></b>		
Shahrukh Khan	India	Jan-2017

### Food & Agriculture Organization (FAO)

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The Food & Agriculture Organization (FAO) Goodwill Ambassadors Programme was initiated in 1999.

The main determination of the program is to increase public awareness and to broadcast information on issues related to food security, hunger, and poverty in the world.

**Dee Dee Bridgewater** was the first Goodwill Ambassador from USA & was appointed in the year 1999.

His Majesty king Letsie III of Lesotho – Appointed in the year 2016.

## United Nations Educational, Scientific & Cultural Organization (UNESCO)

- United Nations Educational, Scientific & Cultural Organization (UNESCO) Goodwill Ambassadors are celebrity advocates of UNESCO (not diplomatic ambassadors) who use their talent or fame to spread the UNESCO ideals, especially attracting media attention. Other particular categories of advocate include UNESCO Artist for Peace, UNESCO Champion for Sport and UNESCO Special Envoy.
- **Sheikh Ghassan I Sheikh** from Saudi Arabia was the first Goodwill Ambassador appointed in 1989.
- **Deeyah Khan** from Norway is the present Goodwill Ambassador since 17th -Nov-2016.

## United Nations High Commissioner for Refugees (UNHCR)

- The Goodwill Ambassadors are famous Personality representatives of UNHCR, who use their talent & fame to advocate for refugees.
- **Barbara Hendricks** from the United States is the first Ambassador appointed in 1987. She was a Classical Singer.
- Present Goodwill Ambassadors are Cristina Marina from Romania, Kristin Davis from the United States & Praya Lundberg from Thailand appointed in 2017. Carlos Specialist, Actress, Actress & model are their fields of expertise respectively.

## World Health Organization (WHO)



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- The WHO Goodwill Ambassadors are famous Personality representatives, who use their talent & fame to advocate for health & well-being.
- Vienna Philharmonic Orchestra from Austria was appointed in 2005 as first WHO Goodwill Ambassador.

### Present Goodwill Ambassadors:-

<u>PERSON</u>	<u>COUNTRY</u>	<u>APPOINTED for</u>
Amitabh Bachchan	India	Awareness of Hepatitis
Michael Bloomberg	USA	Global Ambassador for Non-communicable Diseases (NCDs)
James Chau	China	Sustainable Development Goals & Health
Peng Liyuan	China	Tuberculosis & HIV/AIDS
Yohei Sasakawa	Japan	Leprosy Elimination