

## Cricketer SKY Joins EM5 as Strategic Partner and Investor

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Indian T20 captain **Suryakumar Yadav** has taken a significant step beyond the cricket pitch by joining homegrown fragrance brand **EM5** as an investor and strategic partner, the company announced this week.

The **digital-first, direct-to-consumer (D2C)** fragrance startup, founded in 2022 by Shashank Chourey and based in Indore, operates in the mass-premium scent segment with a portfolio that includes perfumes, roll-ons, body mists, candles and more.

### Strategic Partnership Beyond Endorsement

Unlike a traditional celebrity endorsement, Yadav's involvement is being positioned as a long-term strategic association aimed at scaling EM5's cultural relevance and strengthening its connection with younger, digitally native consumers. The partnership was launched with a **digital campaign** that leverages Yadav's online persona and playful references to popular culture, underscoring the brand's focus on relatable storytelling.

EM5 has deliberately moved away from highly aspirational luxury narratives, instead crafting fragrances that reflect **everyday Indian moods and lived experiences**, making scented products feel accessible and personal rather than exclusive.

### Founders and Investors Weigh In

EM5 founder **Shashank Chourey** said Yadav's participation signals strong confidence in the brand's vision and potential. According to industry reports, co-founder of boAt and investor **Aman Gupta** had earlier backed EM5, and the addition of a high-profile figure like Yadav is expected to accelerate growth further.

Commenting on the collaboration, Yadav noted that he was drawn to EM5's **authentic, India-rooted and digitally native approach**, emphasizing that scent plays an integral role in everyday identity for many consumers.

### Market Context and Growth Prospects

The Indian fragrance and personal care market is rapidly expanding, with increasing consumer demand for premium yet affordable products that reflect cultural relevance and everyday lifestyles. Industry data projects the beauty and personal care sector to grow into a multi-billion-dollar opportunity in the years ahead.

With this strategic partnership, EM5 aims to deepen its footprint in the domestic market and tap into consumer segments that prioritize personal expression through scent — leveraging both Yadav's widespread appeal and the brand's digital-first strategy to grow its audience.

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