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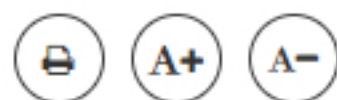
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Boddes.com names Bhumi Pednekar as brand ambassador

The brand will release a marketing campaign featuring Pednekar...

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Bhumi Pednekar (File photo)

Beauty tech and wellness platform, [Boddes.com](#) has announced [Bhumi Pednekar](#) as its [brand ambassador](#).

Boddes with its new brand ambassador and collaborator intends on engaging and interacting with a wider audience. The brand will soon be releasing a [marketing campaign](#) featuring Pednekar, across print, social media and digital platforms.

Ritika Sharma, founder and chief executive officer, [House of Beauty](#), said, "We are extremely excited to welcome Bhumi to our Boddes team as she communicating a vision of a strong, empowered modern Indian woman who embodies ideologies of substance, self-care and empowerment reflected in Boddes brand values. Sharing a mutual love towards beauty and wellness, Bhumi and Boddes are perfectly in sync with the beliefs and ideology of educating and empowering women. Thrilled to be starting this journey with Bhumi to build a revolutionary multi beauty tech and wellness platform that helps consumers make an informed decision".

"As a beauty enthusiast, I was always looking for a platform that provides a personalised customer experience as beauty is personal to each person," Pednekar said.