



Kesh King gets a new face in Shruti Haasan

- Shruti to endorse Kesh King Ayurvedic Medicinal Oil for focussed Southern markets
- Juhi Chawla continues to endorse Kesh King Ayurvedic Medicinal Oil nationally
- Shruti to also endorse Kesh King Shampoo nationally

Kolkata, 15th October, 2015: **Shruti Haasan**, popular Indian film actress, singer and musician known for her works in Telugu, Tamil and Hindi films comes on board as the new face for the popular ayurvedic hair care brand - **Kesh King**. With this association, Shruti will be endorsing the **Kesh King Ayurvedic Medicinal Oil** specifically for the **Southern markets** and the brand's **Aloe Vera Herbal Shampoo** on a pan-India basis. With Shruti Haasan on board, Kesh King, for the very first time, will focus on targeted creative communication for its shampoo variant.



Juhi Chawla, the current brand ambassador of Kesh King Ayurvedic Medicinal Oil will continue as the national face of the product.

Speaking on this occasion, **Ms. Priti Sureka, Director, Emami Limited** said that, *“The Indian hair care market is currently experiencing a phenomenal growth. ‘Ayurvedic’ with its associated benefits, is largely catching eyeballs of the youth particularly. Thus it was imperative that we strategically focus on expanding existing markets as well as penetrate newer ones. Bringing in Shruti Haasan as an endorser to this brand will help us generate enough attention for the brand among its target markets and audience. “*

The unique ayurvedic formulation of Kesh King is a complete hair health solution. It not only helps in protecting and nourishing the hair but also prevents premature greying, dandruff, hair fall, split hair and checks loss of hair, sleeplessness and headache.

Speaking on this occasion, **Shruti Haasan**, the new brand ambassador said, *“ I feel great to be associated with a brand like Kesh King, which has successfully established itself as a trusted ayurvedic solution for the complete hair health of the whole family. Kesh King Ayurvedic portfolio helps keep premature problems associated with hair and scalp at bay which is a very useful proposition for actors like us who generally have to work for long hours under scorching sun, strong lights and amidst dust & grime.”*

The roping in of **Shruti Haasan** for the brand Kesh King would be supported by a 360 degree integrated communication. Apart from exploring all major Hindi GEC channels, a



comprehensive communication campaign would be done through print medium, BTL initiatives and in-store activations.

The business of Kesh King was acquired by Emami Limited in June 2015, marking the company's foray in the Ayurvedic Hair & Scalp Care segment. The brand portfolio includes ayurvedic medicinal oil, herbal shampoo & conditioner and ayurvedic capsules

- ***Kesh King Aloe Vera Herbal Shampoo***- available in 120 and 300 ml SKU's priced at Rs. 96 and Rs.174 respectively.
- ***Kesh King Ayurvedic Medicinal Oil*** available in 120 and 300 ml SKUs priced at Rs. 136 and Rs.272 respectively.
- ***Kesh King Ayurvedic Conditioner*** available in 115 ml SKU priced at Rs 123
- ***Kesh King Ayurvedic Capsules*** priced at Rs 144 (3X10 Capsules)

About Emami Group

Emami Ltd, the flagship company of the Emami Group is headquartered in Kolkata and is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. Established in early 70's, Emami Group has grown into a huge business conglomerate with presence in major sectors like FMCG, real estate, hospitals, retail, newsprint & paperboard manufacturing, edible oil and biodiesel, pharmacy chain, power, cement and contemporary art. Founded by two childhood friends Mr RS Agarwal and Mr RS Goenka, Emami today, is a trusted and loved brand of the nation.

In June, 2015, Emami Limited acquired the hair & scalp care business under the 'Kesh King' and allied brands from Mr. Sanjeev Juneja of SBS Biotech. The acquisition marked Emami's foray into the Ayurvedic Hair & Scalp Care segment with the brand portfolio of Kesh King's ayurvedic medicinal oil, herbal shampoo & conditioner and ayurvedic capsules. Kesh King is endorsed by popular celebrities like Juhi Chawla and Shruti Haasan.

Emami Ltd., based on deep consumer insight, over the years has developed a vast range of 250 diverse portfolio of innovative and effective value for money products by blending Ayurveda and modern science together. The products are sold through 4 million retail outlets across India through its network of 2800 distributors. Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash and new brands like 'HE' Deodorant & Emami 7 Oils in One. The company has also forayed into feminine hygiene space by acquiring 'SHE Comfort' sanitary napkin brand.

In 2008 Emami acquired The Zandu Pharmaceutical Works Ltd. In 2009, the FMCG business of Zandu was merged with Emami Ltd. In 2014, Emami Limited acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacture of natural and organic personal care products.

With its footprints in over 60 countries across the globe spanning GCC, Europe, Africa, CIS countries and the SAARC, Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

For further information, please contact :

Mahasweta Sen
General Manager-Corporate Communications
Emami Group of Companies
Mobile# +919836292392