



KESH KING RELEASES ITS FIRST BRAND NEW CAMPAIGN AFTER JOINING THE EMAMI BRAND BASKET

**Young Bollywood talents viz. Film Director Imtiaz Ali and Actor Huma Qureshi
join hands to essay the new Kesh King ad story**

Kolkata, 15 March, 2016: **Kesh King**, the popular Ayurvedic hair care brand of India is set to release the first ever ad film post its big ticket acquisition by the Kolkata based leading Indian FMCG Company **Emami Limited**. For its new television commercial, Kesh King has brought together talented duo of Bollywood under one umbrella, viz **Imtiaz Ali**, the famed film director of Bollywood hits like *Jab We Met*, *Rockstar*, *Highway* etc, and the gorgeous **Huma Qureshi** of *Gangs of Wasseypur*, *Dedh Ishqiya* to narrate the new ad film story of Kesh King. The new TVC goes on air on the national television from mid March, 2016.

Speaking on this occasion, **Ms. Priti A. Sureka, Director, Emami Limited**, said, “Till now the brand Kesh King used to run mass communication messages focusing only on the functional benefits of the product. Post-acquisition of the brand, we have conducted extensive consumer research which threw up myriad moments of truth in the life of an Indian woman for her falling, damaged, dull & lifeless hair due to daily stress, improper diet, pollution, weather and many other reasons. We have found out that many women tend to suffer from low confidence, low self-esteem and even depression due to problems like excessive hair fall, premature greying and unhealthy hair quality. Basis this insight, we thought of weaving in these consumer findings in our ad story and establish Kesh King as the one stop solution for all these hair woes of women and give them back healthy lustrous hair along with their lost confidence and happiness. We believe that this new film focussing more on the consumer needs will strike a chord with our TG.”

With an aspirational look and feel, the storyline of the new Kesh King ad shows Huma as a hassled housewife complaining to her husband about her falling, lifeless and dull hair and her distress for people being indifferent to her agony of having bad hair, including her husband. As the husband introduces her to Kesh King and its benefits and helps her to manage her tousled tresses, Kesh King establishes itself as a brand that not only takes care of hair woes but also mends relations.

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 is also endorsed by many other eminent film and sports personalities like **Juhi Chawla**, **Sania Mirza** and **Shruti Haasan** wherein the latter endorses the brand for the southern markets.



- **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 60, 120 and 300 ml SKUs priced at Rs 70, 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 Group, is a diversified business conglomerate enjoying a market valuation of about Rs 45,000 cr. Generating employment for over 25,000 employees, the Group has significant presence with leadership positions in diversified industries such as **FMCG – Emami Ltd.**, the flagship company of the Group & one of the leading FMCG companies in the country engaged in manufacturing & marketing of personal care and healthcare products like Navratna, BoroPlus, Zandu Balm, Fair & Handsome, Menthoplus Balm and Kesh King; **Bio Diesel and Edible Oil - Emami Agrotech Ltd.** –3rd largest edible oil company in India. It is also the only Bio-diesel manufacturer in the country; **Paper - Emami Paper Mills**, India's largest newsprint manufacturer; **Writing Instrument - CRI Tips**, world's 3rd largest ball point tip manufacturer; **Realty - Emami Realty**, a leading real estate company; **Healthcare - AMRI Hospitals**, Eastern India's largest chain of private hospitals; **Retail –Frank Ross and Starmark**, largest pharmacy retail chain in the East & one of the largest leisure-cum-book store chains in India and **Contemporary Art - Emami Chisel Art**, one of the largest art galleries in India. The Group is setting up a 4 MTPA **Cement Plant** in Chhattisgarh with two split grinding units in West Bengal and Odisha of 2.0 MTPA each at a total investment of around Rs.3000 cr. The Group also has around 70 MW **Solar Power** Generation projects in hand in Gujarat, Karnataka, Tamil Nadu and Uttarakhand.

Please visit www.emamilttd.in for further information.

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