



EMAMI TAKES THE TIME TESTED AYURVEDIC TRADITION OF KESH KING TO UJJAIN KUMBH

Kolkata, 12 May 2016: After acquiring the **Kesh King** brand in 2015, **Emami Limited**, the Indian FMCG major, has formulated an integrated marketing and communication strategy for the brand targeting the **Simhasth Kumbh Mela at Ujjain**. The brand has launched a major visibility campaign at the ongoing Ujjain Simhasth Kumbh to establish a direct connect between the consumers and the brand's time tested ayurvedic benefits.

Apart from using popular communication tools like print, television and outdoors and new media like digital, Kesh King brand has been very active in fostering and strengthening its connect with that consumer profile which is beyond the reach of other media through platforms like traditional and rural fairs and festivals. Last year, Emami engaged in significant brand promotion at Nasik Kumbh Mela also.

Simhasth Kumbh Mahaparv is one of the four Kumbh Melas celebrated as largest spiritual gathering in the world. It is based on the celestial line of planets and the signs of the Zodiac which occur in every 12 years. Pilgrims take holy dip on the banks of the river *Kshipra* in the Ujjain City of Madhya Pradesh on this occasion.

To garner strategic brand visibility, brand Kesh King has put up 4 huge Arch Gates at the entrance of prominent ghats like Ram Ghat, Malwar Bazar and few more. With their stately height, pilgrims coming to the Kumbh Ghats can see the brand's presence from far off. Closer to the ghats, Kesh King has put up branded changing rooms where pilgrims can change before taking the holy Kumbh dip. Besides this, Kesh King has also put up around 200 banners throughout the mela ground to garner higher visibility.

Speaking about the brand's activation strategy at the Ujjain Kumbh Mela, **Ms. Priti Sureka, Director, Emami Limited**, said, "For a consumer brand like ours, nothing can be a better platform than Kumbh Mela since it is one of the huge human congregations in the world where a brand can have targeted communication with a captive audience who are not so well acquainted with other forms of media. For example, Kesh King has put up changing rooms at Ujjain Kumbh. This is a place where a consumer is all alone without any distraction and thus it gives a brand a great opportunity to converse directly with its TG. Moreover, traditional value systems form a crucial part of our TG's ethos, and an event like the Kumbh gives us an opportunity to underline Kesh King's platform of providing the best products from the time tested tradition of Ayurveda, with the consumers on a real time basis."



Kesh King is the No 1 Ayurvedic hair oil in India. It enjoys a market share of about 36% in the Rs 636 cr ayurvedic hair oil category of the country. Emami Limited acquired the brand last year for Rs 1684 cr.

About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. In 2015, Emami Ltd acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. During the same year, the Company also acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 16% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

Emami Ltd is the flagship Company of the diversified Emami Group.

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