



KESH KING LAUNCHES ITS NEW BRAND FILM

Reinforces Its Leadership Position as The King Of Ayurveda

Kolkata, August 15, 2017: Kesh King, the leading ayurvedic hair care brand from the house of **Emami**, launches its “**New Brand Film**” reinforcing its leadership in the ayurvedic hair care market in India. Positioning the brand as the “**King of Ayurveda**”, the new film re-emphasizes on the strong ayurvedic heritage of the new and improved formulation of Kesh King.

Directed by noted ad film maker and film director **Pradeep Sarkar**, the film focuses on how the new and improved Kesh King is prepared, using 21 rare ayurvedic herbs such as *Bhringaraj, Amla, Neem, Haritaki, Nagkeshar, Japa Pushpa* etc which are authentically procured from their original sources and blended together by using the authentic “*Tel Pak Vidhi*” technique as prescribed in ancient ayurvedic texts by the ayurvedacharyas for ages. The creative magic touch of Pradeep Sarkar takes through a time travel where the viewers can actually sense the purity of nature and ancient Ayurveda in this film.

Kesh King is the trusted solution for hair problems by millions of users across India making it the **King of Ayurveda**. Targeted towards both men and women in the age group of 25- 45 years who lead a very busy life burdened with their hosts of responsibilities that leaves very little time to take care of themselves, Kesh King comes as the trusted and in-depth solution to their various hair issues like hair fall, dry & brittle hair, dandruff, weak hair and split ends. The film showcases how the brand has touched the lives of many across India and boosted their confidence by providing effective solution to their nagging hair woes.

Speaking about the new brand film launch, **Ms. Priti A. Sureka, Director, Emami Limited** said, “Kesh King as a brand has been growing over the past two years since its acquisition and Kesh King Oil is the market leader with a market share of 34% in the total ayurvedic oil market of India which is around Rs 725 cr. We have made extensive product & packaging improvements to give the consumers superior experience & benefits of the brand. Our new film has been made to reinforce our leadership in ayurvedic hair care solutions based on rigorous ayurvedic processes & precious ayurvedic herbs providing guaranteed solution to millions of consumers. With the new tagline “**Ayurved ka king - Kesh King**”, we aim to underline the brand’s leadership in its category.”

The Kesh King portfolio comprises of ayurvedic oil, ayurvedic shampoo & conditioner and ayurvedic capsules.

The new “**Ayurved Ka King – Kesh King**” film featuring the brand ambassador **Juhi Chawla** is going to be on air from this month across channels nationally.



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. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.3 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Tapsee Pannu, Pt. Birju Maharaj, Milkha Singh, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

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

Please visit www.emamltd.in for further information.

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