

## Emami's new ad for Kesh King

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FMCG major Emami Ltd has come up with a new advertisement campaign for its ayurvedic hair oil brand Kesh King. According to a release issued by the company, this will be the first time that the brand (Kesh King) will look to weave real life stories of users into its campaign rather than highlight the functional benefits of the product. Directed by Bollywood director, Imtiaz Ali, it also features actor Huma Qureshi. "We have found out that many women suffer from low confidence, self-esteem and even depression due to problems like excessive hair fall, premature greying and unhealthy hair quality. Based on these insights we thought of weaving in these consumer findings in our ad. The ad will establish Kesh King as the one-stop solution for hair woes of women," said Priti Sureka, Director. OUR BUREAU