

Emami launches major campaign at Simhasth to establish direct connect

PNS ■ UJJAIN

After acquiring the Kesh King brand in 2015, Emami Limited 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.

Speaking about the brand's activation strategy at the Ujjain Kumbh Mela, Director, Emami Limited Priti Sureka said, "For a consumer brand like ours, nothing can be a better plat-

form 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."

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.

Education Department sources said the impact of strictness bore fruit as 50 school directors had applied that they do not need recognition for their schools. The district administration has cancelled the recognition of 300 schools for the next session.