



Emami rejuvenates its Kesh King portfolio

KESH KING AYURVEDIC OIL AND SHAMPOO to now have a stronger and superior formula
KESH KING RANGE to sport a **COMPLETE NEW LOOK** in its **FIRST EVER** pack change post its
BUYOUT

*~ Kesh King Ayurvedic Oil is now 2X more effective, facilitating
new hair growth along with hair fall reduction~*

*~ Kesh King Shampoo with its New Advanced Formula provides double benefit of hair fall reduction
and better sensorial feeling of silkier, shinier and smoother hair ~*

~ Shilpa Shetty joins Juhi Chawla to add celeb power to the brand ~

Kolkata, 5 September, 2018: Marking a significant development in India's Hair Care category, **Emami Limited**, one of the leading and fastest growing personal and healthcare businesses in India has announced a "rejuvenation" of its Kesh King brand portfolio through **new advanced formulation and new pack design** for **Kesh King Ayurvedic Oil** and **Kesh King Ayurvedic Shampoo**.

Adding to the consumers' delight, **Kesh King Ayurvedic Oil and Shampoo** have been power packed by stronger and advanced ayurvedic formula consisting of 21 rare herbs which will provide the very best of ayurvedic care to one's hair. While the new and stronger formulation of **Kesh King Ayurvedic Oil** comes with a 2X superior claim of **alleviating hair fall** along with **assisting in new hair growth**, the enriched constituents of Aloevera and 21 Ayurvedic herbs of **Kesh King Anti-Hairfall Shampoo** promises not only to **minimise one's hair fall** but also to **give one's hair an enhanced silkier, shinier and smoother texture** in comparison to other available brands in the category.



As a part of a major rejig to the brand, Kesh King portfolio undergoes its first packaging change after it got acquired by Emami Limited. While Kesh King Ayurvedic Oil transformed from silver carton pack to a premium quality gold pack, Kesh King shampoo, in a complete design revamp, now comes packed in a new smart bottle, moving away from its erstwhile carton format.

Speaking on this occasion, **Ms. Priti A. Sureka, Director, Emami Limited**, stated, "Emami as a brand has always valued the significance of packaging that plays a crucial part in consumer communication, both on intellectual and emotional tenets. Using conventional packaging materials in unconventional ways and being on a continuous research to bring about cost effective packaging designs and formats without compromising quality and values, have already positioned Emami as an 'Innovator' in the packaging space. Aligned to this ethos that the FMCG major believes in, Kesh King has come up with the refurbishment of the pack design and format for both its Ayurvedic Oil and Shampoo brands, the first major change in packaging since Emami Ltd had bought out the brand."



With this pack refreshment, Kesh King Ayurvedic Oil will now come in three pack sizes, viz. 60ml priced at Rs 80.00, 100ml priced at Rs 160.00 and 300ml priced at Rs 320.00 while Kesh King Anti-Hairfall Shampoo will now have pack sizes of 80ml priced at Rs 50.00, 200ml priced at Rs 120.00 and 340ml priced at Rs 200.00.

Kesh King Ayurvedic Oil: SKU sizes and price points

60ml	: Rs 80.00
100ml	: Rs 160.00
300ml	: Rs 320.00

Kesh King Anti-Hairfall Shampoo: SKU sizes and price points

80ml	: Rs 50.00
200ml	: Rs 120.00
340ml	: Rs 200.00

Ms. Priti A. Sureka, continued to add, “Kesh King is clearly the No.1 brand in the ayurvedic haircare space. With multiple ayurvedic hair care brands jostling for a pie in the Indian market, it was obvious that Kesh King carves out a distinct positioning for itself amongst its consumers as the very best in its category. Thus modernizing the brand attributes, yet keeping the essence and values that ‘ayurvedic’ brings in, was an absolute must.

Through this rejuvenation, Kesh King wants to bring a relief to the target consumers from the anxiety or lack of confidence that they suffer from due to hair fall and other associated hair problems. We target to reach out to a broader cross section of society cutting across all socio-economic strata, right from Urban top end to rural”

Kesh King Ayurvedic Oil is the only ayurvedic oil which has been certified by the country’s foremost institution of Ayurveda, National Institute of Ayurveda, Jaipur. It is regarded as the numero uno brand in ayurvedic hair oil category globally. Clinical study has concluded that Kesh King Ayurvedic Oil being prepared using ‘Tel Pak Vidhi’, a process prescribed in Ayurvedic texts, is twice more effective than any other ayurvedic oil in the market, making it a ‘must have’ product among its crores of satisfied consumers.

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 3100+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 17% CAGR in topline for the past 10 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.

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