



SANIA MIRZA REITERATES KESH KING AS AN EFFECTIVE SOLUTION – THIS TIME FOR POST-PREGNANCY HAIR FALL

~ This is Sania's first ad shoot after giving birth to her child ~

~Through this commercial, Kesh King wants to showcase how women can tackle their hair fall woes post childbirth effectively~

Kolkata, December 2018: Kesh King, the No.1 ayurvedic hair care solution range of India, will roll out a new television commercial with ace tennis player **Sania Mirza**, who has been associated with the brand since 2015. **This is Sania's first ad shoot post childbirth.**

The new television commercial of Kesh King will feature Sania discussing how her decision to fall back on Kesh King to seek solution to her hair fall problem after giving birth was the best choice she has made.

“Motherhood has truly been a blessing for me. But I experienced hair fall combined with dry, lifeless hair after the birth of my child. I then came to know that this is a common and persistent post – pregnancy problem that exists among women and I wish to sensitize them of the best solution available in the market. Kesh King has stayed true to its claims and my hair fall has reduced remarkably. It is nothing short of a miracle!” said **Sania Mirza**, eminent tennis player and brand ambassador of Kesh King.

Commenting on the association, **Ms. Priti A. Sureka, Director, Emami Limited**, said, “Kesh King is a trusted natural haircare solution. It has always been a reliable brand for its consumers over the years. We understand that post childbirth most women go through both physical (hormonal) and mental changes that are unique to each woman. Hair fall is a major manifestation of that physiological upheaval causing a lot of mental distress to the new mother. Sania's endorsement of Kesh King relieving her from her post – pregnancy hair fall is a big boost for the brand and vindicates our claim to be the ultimate solution to hair care woes. We are very happy to see Sania in her new role as a mother and wish both the mother and the child a very healthy and prosperous future.”

Kesh King Ayurvedic Oil and Shampoo have recently been revamped 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 Aloe vera 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.



The Kesh King brand portfolio includes ayurvedic medicinal oil, shampoo, conditioner and ayurvedic capsules.

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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