



Kesh King shampoo infuses 'Ayurvedaasan' for healthy hair Ropes in Shilpa Shetty as its new Brand Ambassador

~ Launches a new TVC offering ayurvedic solution to control hair fall ~

Kolkata, September, 2019: Kesh King, the leading ayurvedic hair and scalp care brand from the house of **Emami Ltd.**, announced the introduction of Bollywood diva and Yoga fitness icon, **Shilpa Shetty**, as its new brand ambassador for its shampoo.

Shilpa's dedication towards staying fit and healthy admirably synergises with Kesh King's brand ethos of ensuring a stress free ayurvedic hair care solution. **Shilpa Shetty** joins the elegant league of Kesh King Brand ambassadors comprising of stars like *Juhi Chawla, Sania Mirza, Huma Qureshi* and *Shruti Haasan*, who have been endorsing the brand from time to time. To mark the onset of this new journey, **Kesh King Shampoo** with its inherent ayurvedic benefits of Aloe Vera and 21 ayurvedic herbs, **also launched a brand new TVC.**

Kesh King Shampoo's new TVC comes with a new messaging of **"Hair fall ka aayurvedasan"** which is a healthy, ayurvedic solution to control hair fall, which is quite similar to the health benefits of yoga for the body. The shampoo has dual benefits, as it reduces hair fall and promotes soft and silky beautiful hair.

Speaking on the occasion, **Ms. Priti A. Sureka, Director, Emami Limited**, added, *"Shilpa is an elegant and versatile actress with a rich legacy of work. She is a true fitness enthusiast who has equally carved out a niche as an entrepreneur yet being a really hands-on-mother. We are extremely glad to have her on board for Kesh King shampoo. In today's day and age, Indian women undergo anxiety for her falling, damaged, dull and lifeless hair due to daily stress, improper diet, pollution, seasonal changes and many other reasons. Like yoga which benefits the body, Kesh King shampoo with its natural ingredients like aloe vera and 21 ayurvedic herbs offers the best hair health benefits to control hair fall and also make it look beautiful."*

The storyline of the new Kesh King Shampoo TVC shows Shilpa practicing yoga with her friend highlighting the hair fall issue of the latter. Shilpa advises the friend about the need to make 'Ayurvedaasan' a part of her life's routine – introducing Kesh King Shampoo to her, which offers the ayurvedic and natural benefits of health and life to one's hair – a benefit which almost equals the godness that 'yoga asanas' give to one's body.

Speaking about her association with Kesh King shampoo, Bollywood actress, **Shilpa Shetty**, further added, *"I have always been a champion of 'fitness'. Practising yoga for a fit body, mind and soul is a way of life for me. When I got to know more about Kesh King, I was pleasantly surprised to find that with its proven ayurvedic benefits, Kesh King is going to offer me the healthy benefits of 'hair yoga' for a hair fall free, lustrous and healthy crowning glory. I am happy to be on board with Kesh King."*



Recommended by International hair institute, Kesh King Ayurvedic shampoo has aloe vera and 21 ayurvedic herbs that not only reduces hair fall but also transforms dry and rough hair into soft, silky shiny hair. The Kesh King brand portfolio includes ayurvedic medicinal oil, shampoo, conditioner and ayurvedic capsules.

The new Kesh King Shampoo TVC featuring the brand ambassador **Shilpa Shetty** has gone on air recently in its key markets.

TVC Link: <https://youtu.be/NN4vMPr4RVU>

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 and 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 4.5 million retail outlets across India through its network of 3200+ distributors and its global footprint spans over 60 countries including SAARC, MENAP, SEAA, Africa, Eastern Europe and the CIS countries.

Emami has maintained a 14% 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, Varun Dhawan, 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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