



KESH KING INTRODUCES ALI FAZAL AS ITS FIRST MALE BRAND AMBASSADOR

The actor will endorse the Anti-dandruff variant of Kesh King Shampoo

Kolkata, 2nd August 2022: Kesh King, the leading ayurvedic hair and scalp care brand from the house of **Emami Limited** ropes in actor **Ali Fazal** for its **Anti-Dandruff Shampoo variant**. With this, Ali Fazal becomes the very **first male brand ambassador to join the Kesh King** club. So far, female celebrities like Juhi Chawla, Shilpa Shetty, Sania Mirza, Shruti Haasan etc, have been endorsing brand Kesh King.

Popularly recognized for playing the role of Guddu Pandit in the highly popular OTT series - Mirzapur, **Ali Fazal** has already successfully charted an impressive repertoire of projects for playing significant roles in films like 3 Idiots, Fukrey, Bobby Jasoos etc. He also starred in the British-American film Victoria & Abdul.

Researches have shown that the biggest Hair care woe for Men is Dandruff as compared to Hairfall for Women. Also, men tend to seek immediate



solution to get rid of their dandruff problem & in this process they keep switching brands quite often in search of the right product that can give them freedom from dandruff woes. Translating this Consumer Insight into Marketing Action, Emami decided to use a popular male face, who will help the target consumers relate better with the brand persona & seek ayurvedic solutions.

Ali Fazal, who is a young face amongst today's promising talents of the entertainment industry & a Youth Icon, has been found to be a good fit with the brand's desired imagery with young TG of Men & Women.



Ali Fazal, actor and Kesh King Brand Ambassador said, “I am happy to be associated with a brand like Emami which commands a good brand equity in the Indian consumer space. Further, Kesh King as a brand is widely known for offering effective Ayurvedic hair and scalp care solution to people and it feels good to share a connection with such a trusted product. You Trust my Skill, I Trust Theirs!!!”

Dandruff shampoos in India enjoy 33% penetration. Within this, ayurvedic dandruff shampoos enjoy a faster growth rate than their cosmetic counterparts with a promise of further scope of growth.

Kesh King Anti-Dandruff Shampoo is available across sizes ranging from 80 ml, 200ml, 340ml and 600ml pack sizes starting from Rs.65 to Rs.550.

About Emami Ltd

Emami: (NSE: EMAMILTD, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.

With over 300 diverse products, Emami’s portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm, Mentho Plus and Kesh King. After a successful takeover of Zandu Pharmaceuticals Works Ltd in 2008, in 2015, the Company acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. Following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, the Company went on to acquire ‘Dermicool’, one of the leading Prickly Heat and Cool Talc brands of India in 2022. Emami products are available in over 4.9 million retail outlets across India through its network of ~2800 distributors and its global footprint spans over 60 countries including SAARC, MENAP, SEA, Africa, Eastern Europe and the CIS countries.

Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Late Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Ayushmann Khurrana, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Milkha Singh, Tiger Shroff, Sachin Tendulkar, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, etc over the years.

Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamiltd.in for further information.

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