



KESH KING ROPES IN TAPSEE PANNU OF ‘PINK’ FAME FOR SHAMPOO & CONDITIONER

Kolkata, 8 May, 2017: **Kesh King**, the No.1 ayurvedic hair care solution range of India, has roped in the young and fresh acting talent **Tapsee Pannu** for its shampoo and conditioner. **Tapsee** joins the big league of Kesh King Brand ambassadors comprising of stars like *Juhi Chawla, Sania Mirza, Huma Qureshi* and *Shruti Haasan*.

Commenting on the association, **Ms. Priti A. Sureka, Director, Emami Limited**, said, “Kesh King has a rich legacy of ayurvedic heritage of a trusted natural haircare solution. Tapsee Pannu, one of the most promising fresh faces in Bollywood has the right fitment with the brand’s ethos of trusted naturalness, especially after the kind of character strength that she portrayed on-screen in her recent critically acclaimed film *Pink*. We are confident that our target consumers will endorse this association.”

“We, as film actors, lead a very hectic lifestyle and often need to work under harsh conditions of strong studio lights, hair dryers, styling products and even polluted environs of outdoors. This takes a toll on our hair resulting in hair fall and other hair problems. This can be taken care of only through natural and ayurvedic products like Kesh King Shampoo. I am happy to be associated with Emami and its brand Kesh King which have a rich legacy of consumer trust,” said **Tapsee Pannu**, film actor and brand endorser of Kesh King Shampoo & Conditioner.



Recommended by international hair experts, Kesh King Ayurvedic shampoo with 21 Ayurvedic herbs gives guaranteed relief from scalp and hair problems like hairfall, dandruff and dry scalp. **Kesh King Ayurvedic Anti – Hairfall shampoo** has recently extended into the Anti-Dandruff category by launching **Kesh King Anti-Dandruff +Anti-Hairfall shampoo** which is for dandruff prone hair suffering from hair fall. **Kesh King Conditioner** offers the benefits of Apple and Alovera.



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

Emami has maintained a CAGR turnover of 13% over the last 5 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, 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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