



KESH KING ANTI-HAIRFALL SHAMPOO pairs PALAK TIWARI'S 'VIBRANCE' with the 'RADIANCE' of SHILPA SHETTY in its new brand communication

~ Produced by Raju Hirani Films, the new television commercial promises to be Fresh , Sticky and an Attention grabbing experience ~

Kolkata, 2 May 2024: Kesh King Anti-Hairfall Shampoo brings together the youthful energy of **Palak Tiwari**, a rising star in tinsel town, with the timeless beauty of **Shilpa Shetty**. Shilpa has been the face of the brand since 2019 and also endorses Kesh King Ayurveda Oil – India's No.1 Hairfall Expert.

Made by Raju Hirani Films, the new Kesh King Anti-Hairfall Shampoo commercial features a captivating exchange between the two celebrities, blended with the nostalgic Bollywood number from yesteryears "Ude Jab Jab Zulfe Teri". The commercial will be on air in the month of May.

TVC Link : https://www.youtube.com/watch?v=Y4u6_CcicdU

Speaking about this new development, **Ms. Priti Sureka, Director, Emami limited**, said, "Kesh King is a hair and scalp care solution brand with strong ayurvedic credentials. Over the years, the brand has effectively catered to its core TG with Shilpa Shetty as the brand ambassador. Shilpa, with her expertise in promoting healthy living through yoga, perfectly embodies the brand's commitment to natural solutions. In-addition, we have also onboarded the very talented Palak Tiwari to appeal to today's generation, who are seeking better hair solutions than what the current market offers, for their persistent hairfall woes. Palak Tiwari, an emerging young talent in Bollywood will supplement youthful freshness to the charming beauty of Shilpa, enhancing the brand's messaging with a contemporary edge."

Palak Tiwari, the latest member joining the brand wagon of Kesh King said, "India's rich tradition of ayurveda offers holistic solutions for overall health and well-being. In today's fast-paced and demanding lifestyle, natural remedies are essential for combating everyday challenges like hair fall. I love my long tresses, which need regular care and attention. To maintain my hair's strength and vitality, I wholeheartedly trust authentic and reliable ayurvedic solutions like Kesh King. I am thrilled to be on board with Kesh King Anti – Hairfall Shampoo and it's an added privilege to share the screen with the talented and celebrated Shilpa Shetty."

Speaking about the experience, **Shilpa Shetty** said, "My journey with Kesh King spans around 5 years and I feel proud to be associated with this authentic ayurvedic product that has earned its loyal user base, thanks to its quality, benefits and effectiveness. I feel happy that Palak is



joining me in the Kesh King/Emami family, and together, we aim to introduce these invaluable benefits of Ayurveda to today's younger generation."

Apart from capitalizing the influence of two celebrity endorsers through traditional media like television, print and point-of-sale communication, the brand plans to leverage Shilpa and Palak's presence to actively engage and connect with audiences across age groups and strengthen trust through various contests and challenges in the digital space.

Kesh King Anti-Hairfall Shampoo enriched with the goodness of 21 herbs is clinically proven to reduce hair fall up to 98% and nourishes the scalp for silky, shiny and smooth hair. Available in 5.5 ml sachet, 80 ml, 200ml, 340 ml, 600 ml and 1 Ltr packs, Kesh King Anti-Hairfall Shampoo is priced at Rs 2, Rs 65, Rs 150, Rs 300, Rs 620 and Rs 849 respectively.

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 450 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. Emami, following the acquisition of Creme 21, a German brand with strong roots and brand recall in 2019, 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 4000+ distributors and its global footprint spans over 70 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, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Ajay Devgn, Shahid Kapoor, Ayushmann Khurrana, Bobby Deol, Kapil Sharma, Ali Fazal, Madhuri Dixit, Juhi Chawla, Katrina Kaif, Kareena Kapoor Khan, Bipasha Basu, Malaika Arora Khan, Nushratt Bharuccha, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Juhi Chawla, Sonu Sood, Vidyut Jammwal, Kartik Aaryan, Varun Dhawan, Tiger Shroff, Surya, Jr. NTR, Sachin Tendulkar, Sourav Ganguly, Shikhar Dhawan, Sania Mirza, Saina Nehwal, Vijendra Singh and many others over the years.

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

Please visit www.emamiltd.in for further information.

For further information, please contact:

Mahasweta Sen, Head – Corporate Communication

Emami Group

Email: mahasweta.sen@emamigroup.com