

**Hair Problems Persist.
Perhaps We've Been Looking in the Wrong Place.**

Kesh King Introduces “*Scalp First*”; Putting – the Scalp - First in Haircare!

Kolkata, 16th September 2026: Despite the growing number of hair-care products and brands addressing hair fall, dandruff, dryness, damage and other concerns, **hair problems continue to remain a growing consumer concern**. So, why does the problem persist despite an ever-expanding choice of solutions?

Perhaps because we have been looking at the **leaves rather than the roots**.

The scalp - the foundation on which healthy hair grows - has often remained overlooked in everyday hair-care routines. Addressing this gap, **Kesh King**, the hair-care brand from the house of **Emami Limited**, introduces **Scalp First**, a premium, gender-inclusive scalp-care range built around a simple belief: **Think Scalp First, Beautiful Hair Will Follow**.



Starting Where Healthy Hair Begins

The scalp is not just the surface beneath the hair. It is a living environment with its own natural **pH balance**, which plays an important role in maintaining a healthy scalp environment. When this balance is disturbed,

the scalp can become more prone to concerns such as excess oiliness, dryness, itchiness, flaking and discomfort.

This understanding led Kesh King to look beyond the visible signs of hair concerns and focus on the scalp itself. **Maintaining the scalp's pH balance is an important first step towards creating a healthy scalp environment**, and Scalp First has been developed around this principle.

Built on the understanding that **no two scalps are alike**, the platform takes a more targeted approach to scalp care—just as skincare routines are designed around different skin types and needs.

Two Scalp Types. One Scalp First Philosophy.

The brand debuts with two dedicated ranges:

- **Oily Scalp Range** combines the goodness of Moringa and Apple Cider Vinegar with **Detoxscalp™**, a specialised active, helping purify and rebalance oily scalps to manage excess sebum, greasy roots, itchiness and clogged follicles.
- **Dry Scalp Range** is enriched with Moringa, Pomegranate and **Scalpcalmin™**, known for their nourishing and soothing benefits to address dehydration, flakiness, scalp tightness and associated discomfort.

Together, the ranges bring **scalp-specific solutions to different needs**, rather than a one-size-fits-all approach to hair care.

From a Personal Concern to a Global Search for a Better Solution

Commenting on the development, **Ms. Avishi Raj Lohia, Brand Strategist, Emami Limited** said, *“When we looked at the future of Kesh King, we wanted to make it more relevant to a younger, more diverse generation. Going back to consumers revealed a simple insight: concerns such as hair fall, dandruff, itchiness and excess oil are often recurring scalp concerns. Yet hair care has traditionally focused on what is visible—the hair—rather than what lies beneath it. That led us to question a fundamental assumption in the category and look at scalp care as an equally important part of the hair-care routine.”*



Avishi further added, *“Consumers have already embraced personalization in skincare, understanding their skin type and choosing routines around individual needs. We saw a powerful white space to bring the same thinking to the scalp. Scalp First is our response—targeted scalp care built around distinct needs, beginning with oily and dry scalps, and designed to be inclusive rather than gender-defined. By combining Ayurvedic wisdom with modern scalp science, we want to make scalp care more contemporary, targeted and relevant to a new generation. Because when you think Scalp First, beautiful hair follows.”*

Start with Your Scalp



Scan the QR code to take the Kesh King Scalp Quiz and receive personalised recommendations based on your scalp type because healthier hair begins with understanding your scalp.

Science That Meets the Consumer

The development of Scalp First was supported by **product studies conducted among urban consumers in the age group of 18-35 years, to evaluate the efficacy of the formulations for specific scalp concerns.** The studies demonstrated encouraging results across key parameters relevant to the respective scalp types, reinforcing the potential of targeted scalp care to deliver meaningful consumer benefits.

The findings reinforce a simple idea at the heart of Scalp First: **when we understand the scalp better, we can care for hair better.**

The range will be rolled out from mid-September on the **Kesh King website** and leading beauty and e-commerce platforms including Amazon, Nykaa, Myntra and Flipkart, as well as modern trade channels.

The Kesh King Scalp First portfolio is available across **shampoos, oils, serums and mists**, with prices ranging from Rs 399 to Rs 499.

With **Scalp First**, Kesh King is changing where hair care begins - not with the hair we see, but with the scalp that supports it. **From hair-first to scalp-first.** From one-size-fits-all to targeted care.

Think Scalp First. Beautiful Hair Will Follow.

About Emami Limited:

Emami Limited (NSE: EMAMILTD, BSE: 531162), founded in 1974, is the flagship company of the Emami Group and one of India's leading FMCG companies in the personal care and healthcare space. With a portfolio of over 1000 products, Emami's iconic brands include Navratna, BoroPlus, Zandu, Kesh King, Dermicool, Smart & Handsome, Mentho Plus, 7 Oils in One, Creme 21 among others.

The Company has consistently strengthened and diversified its portfolio through strategic acquisitions and investments across high-growth consumer segments. In addition to acquisitions such as Zandu, Kesh King, Creme 21 and Dermicool, Emami has strategically invested in a new generation of consumer brands, including The Man Company, Brillare and Alofrut, which have since become subsidiaries of the Company. Other strategic investments include IncNut, The Furball Story and TruNative, reflecting Emami's focus on identifying and nurturing emerging consumer businesses.

Emami's products reach over 5.4 million retail outlets in India through a network of 4000+ distributors, while its international presence spans 70+ countries. Known for its strong consumer connect, innovative marketing and distinctive brand-building capabilities, Emami continues to leverage its deep consumer insights, brand-building expertise and strategic investment approach to create enduring brands and new avenues for growth in India and international markets.

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