



Kesh King Introduces Sachet Pack For Its Shampoo

Takes its premium ayurvedic goodness to deeper pockets of India

Kolkata, 7th November , 2016: Kesh King, the No.1 ayurvedic hair care solution range of India has introduced a new sku of 6 ml sachet pack at an affordable price point of Rs 3 for its Kesh King shampoo with the tagline – ***Gauranteed relief from hair fall in Rs.3.*** With the introduction of sachet, Kesh King, hence takes the ayurvedic goodness of its shampoo brand to a wider spectrum of consumers of the country. Till now, Kesh King Shampoo used to be available in 100 ml and 200 ml skus at price points of Rs 96 and Rs 174 respectively, with attractive consumer offer on each sku.

After acquiring Kesh King Business in June 2015, **Emami Limited**, one of the frontrunning FMCG majors in India, has been taking various strategic initiatives towards consolidating the brand's leadership position in its category, thus helping it to grow on a pan-India scale. Apart from **Juhi Chawla**, Kesh King gradually roped in new brand endorsers from the world of film and sports like **Shruti Haasan, Huma Qureshi** and **Sania Mirza** to accord a stronger national appeal to the brand. Kesh King also stepped up its direct brand connect with the target consumers through regular participation in major rural fairs and festivals like Ujjain Kumbh Mela etc.

Sharing the rationale behind the introduction of sachet packaging for Kesh King Shampoo, **Ms. Priti A. Sureka, Director, Emami Limited** said, "Kesh King is a premium shampoo brand with a unique Ayurveda led proposition. Its core equity is that of an Ayurvedic Hair fall expert, trusted by millions of satisfied users. Launching the Kesh King Ayurvedic Medicinal Shampoo in an affordable sachet pack, will widen the user spectrum of Kesh King significantly through deep penetration by taking its premium natural goodness to millions suffering from hair fall problems and provide them guaranteed relief from hair fall in just Rs.3. Sachet sku comprises about 62% of the total category value of the shampoo category which stands over Rs 5000 cr. We are confident that with this packaging introduction, the brand would register a generous growth in the fiscal."

The Kesh King brand portfolio includes ayurvedic medicinal oil, shampoo & conditioner and ayurvedic capsules. World renowned ayurvedic experts with their extensive experience and rigorous study have made Kesh King from 21 pure and rare ayurvedic herbs according to proven and authentic practices of Ayurveda.

About Emami Group:

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.



With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandiChyawanprash. In 2015, Emami Ltd acquired controlling stake (66.67%) in Fravin Pty Ltd., an Australia based Company with major strengths in R&D and manufacturing of natural and organic personal care products. During the same year, the Company also 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 2900 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 15% over the last 5 years through its consistent business performance. Emami focuses on aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, HrithikRoshan, Kareena Kapoor Khan, KanganaRanaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, SainaNehwal, Sushil Kumar, SaniaMirza among others.

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

Please visit www.emamltd.in for further information.

For further information, please contact:

Emami Group

Mahasweta Sen

Head-Corporate Communications

Mobile: +91 98362 92392

Pritha Roy Chakrabarti

Sr .Executive-PR

Mobile: +91 9903994787