

FMCG brand Kesh King is being repositioned with a new ad film, featuring actor Juhi Chawla with tagline: "Ayurved ka king - Kesh King"

RITWIK MUKHERJEE

Kolkata

EMAMI Ltd, the FMCG flagship of the Kolkata-headquartered diversified Emami Group, will now position its ayurvedic hair care brand-Kesh King as the "King of Ayurveda" with the help of a new campaign and brand film featuring Juhi Chawla and directed by the famed ad film-maker Pradeep Sarkar.

Kesh King already enjoys 34 per cent market share in the overall ayurvedic oil segment and will now target both men and women in the age group of 25-45 years aggressively to expand its market reach further. The new campaign and the TVC would seek to re-emphasizes on the strong ayurvedic heritage of the new and improved formulation of Kesh King, top company officials said.

"Kesh King as a brand has been growing over the past two years since its acquisition by Emami. Kesh King Oil is already the market leader with a market share of 34 per cent in the total ayurvedic oil market of India, which is estimated to be nearly Rs 725 crore. We have made extensive product and packaging improvements to give the consumers superior experience and benefits of the brand. Our new film has been made to reinforce our leadership in ayurvedic hair care solutions based on rigorous ayurvedic processes and precious ayurvedic herbs providing guaranteed solu-



Emami's King of Ayurveda

tion to millions of consumers. With the new tagline: "Ayurved ka king - Kesh King", we aim to underline the brand's leadership in its category," said Priti A Sureka, director, Emami Limited. The Kesh King portfolio comprises of ayurvedic oil,

Kesh King enjoys 34% market share in the overall ayurvedic oil segment and will now focus more on men and women of 25-45 years age group

ayurvedic shampoo & conditioner and ayurvedic capsules. The new film, according to company officials, shows how people across India are suffering from hair problems like hair fall, dandruff and how it affects not just their

appearance but also their personal lives. It is not just limited to the sufferer but also impacts her family and friends. They are all in search of a solution. It then focuses on how the new and improved Kesh King is prepared, using 21 ayurvedic herbs such as Bhringaraj, Amla, Neem, Haritaki, Nagkeshar, Japa Pushpa etc which are authentically procured from their original sources and blended together by using

the authentic "Tel Pak Vidhi" technique as prescribed in ancient ayurvedic texts by the ayurvedacharyas for ages. The creative magic touch of Sarkar takes one through a time travel where the viewers can actually sense the purity of nature and ancient Ayurveda in this film.

Sureka said that Kesh King is the trusted solution for hair problems by millions of users across India making it the King of Ayurveda, anyways.

"The new and improved product is targeted towards both men and women in the age group of 25-45 years, who lead a very busy life burdened with their hosts of responsibilities that leaves very little time to take care of themselves. Kesh King comes as the trusted and in-depth solution to their various hair issues like hair fall, dry and brittle hair, dandruff, weak hair and split ends. And the new brand film will showcase how the brand has touched the lives of many across India and boosted their confidence by providing effective solution to their nagging hair woes," she said.

"The basic objective of the campaign was to occupy the consumer mind space with the definitive authority as No 1, when it comes to haircare," said Sureka, adding that the new brand film will go on air pan India within this month itself.

ritwikmukherjee
@mydigitalfc.com