



## WORLD NO. 1 WOMEN'S DOUBLES CHAMPION SANIA MIRZA JOINS THE BRANDWAGON OF KESH KING, THE LEADING AYURVEDIC HAIR CARE BRAND OF INDIA

- ≈ Sania to endorse the Kesh King Ayurvedic Medicinal Oil and Kesh King Shampoo
- ≈ After Juhi and Shruti Haasan, Sania becomes the 3<sup>rd</sup> celebrity to join the Kesh King club

Kolkata, December, 2015: Sania Mirza, the world No1 tennis player in women's doubles has joined the club of celebrity endorsers of Kesh King, the leading ayurvedic hair care brand in India, owned by Indian FMCG major Emami Limited. Sania will be endorsing the hair oil and shampoo variants of Kesh King.

Kesh King is also endorsed by celebrities like Juhi Chawla nationally except the southern markets for which Shruti Haasan has been roped in very recently.

Announcing the brand association, Ms. Priti Sureka, Director, Emami Limited said, "The Ayurvedic hair oil category is one of the most dynamic areas of growth in the Indian hair care market. With the growing environmental pollution, today's youth is getting inclined more and more to ayurvedic formulations to control hair damages. A young, dynamic and super successful brand ambassador like Sania Mirza, who commands respect and appreciation among millions, is a perfect brand fit for Kesh King which offers the best of holistic hair health solution. Bringing in Sania Mirza as an endorser to this brand will help us generate enough attention among its target markets and audience."



The unique ayurvedic formulation of Kesh King not only helps in protecting and nourishing the hair but also prevents premature greying, dandruff, hair fall, split hair and checks loss of hair, sleeplessness and headache.

Kesh King's association with Sania Mirza is expected to be manifold. Sania, as a young sports icon, has an universal geographic, demographic and psychographic appeal. She is a



credible brand who can help Kesh King not only to reach out to untapped geographies and SECs in the country, but would appeal to all those existing and potential consumers who lead an active life especially outdoors, where environmental pollution tends to have damaging effect on hair.

Speaking on this occasion, **Sania Mirza**, the new brand ambassador said, *“I feel great to be associated with a brand like Kesh King. I travel & compete around the world amidst gruelling environmental conditions, hence when it comes to taking care of my hair, I decided to trust on Kesh King Oil & Shampoo that offers time-tested efficacy of Indian Ayurveda for a complete hair care solution.”*

The business of Kesh King was acquired by Emami Limited in June 2015, marking the company’s foray in the Ayurvedic Hair & Scalp Care segment. The brand portfolio includes ayurvedic medicinal oil, herbal shampoo & conditioner and ayurvedic capsules.

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#### **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. Every second, over 100 pieces of Emami products are sold somewhere in India or world.

With over 250 diverse products, Emami’s portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. The company has recently forayed into feminine hygiene space by acquiring ‘SHE Comfort’ sanitary napkin brand. The Company also 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. In June 2015 Emami Ltd acquired the business of ‘Kesh King’ and forayed into the Ayurvedic hair & scalp care segment. The products from Emami are available in over 4 million retail outlets across India through its network of 2800 distributors. Emami’s global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 17% over the last 5 years through its consistent business performance. Emami has focused on aggressive marketing powered by celebrity endorsers over the years like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Mahendra Singh Dhoni, Mary Kom, Saina Nehwal, Sushil Kumar, Gautam Gambhir among others.

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

Please visit [www.emamilttd.in](http://www.emamilttd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information.

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