



KESH KING EXTENDS ITS OIL PORTFOLIO; LAUNCHES ITS NEW COCONUT VARIANT

TARGETS LARGER PRESENCE IN SOUTHERN MARKETS

Kolkata, January 2017: Kesh King, India's No 1 Ayurvedic oil brand extends its ayurvedic oil portfolio with the launch of its new Coconut variant. Enriched with 21 ayurvedic herbs and Coconut Oil, the new **Kesh King Ayurvedic Oil with blends of Coconut Oil**, has been prepared using the time tested '*Tel Pak Vidhi*', as mentioned in Ayurveda manuscripts. This specially formulated variant will offer guaranteed solution of Kesh King for hair fall and other hair related issues like dandruff, dry and weak hair along with the natural goodness of coconut oil. Massage with this oil will also help in alleviating tiredness, sleeplessness and headache.

The new variant has currently been launched in the southern markets of **Andhra Pradesh, Telengana, Karnataka, Tamil Nadu and Kerala.**

Speaking on the launch, **Ms. Priti Sureka, Director, Emami Limited**, said, "In the ayurvedic hair oil market in India, Kesh King is the undisputed leader with its strong presence which is primarily in the northern, western and eastern regions. We wanted to strengthen the brand's presence in the southern markets also where the category enjoys a good traction. Our consumer research showed that hair oil users down south have a huge affinity for coconut oil. Therefore our R&D team worked towards a specially crafted formulation to blend the natural goodness of coconut oil with the tested ayurvedic medicinal benefits of Kesh King and offer an effective solution to their hair woes."



With this new introduction, Kesh King aspires to capture a significant portion of the consumer space in south and further consolidate its category leadership.

The new Coconut variant of Kesh King Oil is available in three SKU sizes of 60 ml, 120 ml and 300 ml at price points of Rs 70, Rs 140 and Rs 280 respectively.

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.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Zandu, Boroplus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and Sona Chandi Chyawanprash. 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, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Bipasha Basu, Sonakshi Sinha, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza among others.

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

Please visit www.emamilttd.in for further information.

For further details, please contact:

Emami Group

Mahasweta Sen

Head-Corporate Communications

Mobile: +91 98362 92392

Pritha Roy Chakrabarti

Sr .Executive-PR

Mobile: +91 9903994787