

Marico's Hair & Care launches its new avatar of fruit hair oils with an energizing campaign

Mumbai, July 2017: Marico's youthful and contemporary hair nourishment brand, Hair & Care, has launched a new campaign for its revolutionary fruit hair oils. With this campaign, the brand aims to reignite a feeling of exhilaration and excitement towards hair oiling amongst its youthful consumers.

Hair & Care Fruit Oils caters to the modern, young woman between the age group of 18-30 years, who is on a constant look out for exciting products across categories, especially beauty and personal care. Taking cognizance of this and marrying it with the evolving hair needs of the consumers, the brand has introduced one-of-a-kind range of hair oils with a distinctive mix of fruits that moisturize and energize hair.

The brand plans to make a big impact in the market through a multimedia promotion exercise led by a TVC being showcased on various shows and channels. Starring Hair & Care's ambassador, Shraddha Kapoor, in a never seen before avatar, the new ad highlights the brand's core benefit – hair full of energy. Conceptualized and executed by BBH India, the film has been shot in a manner that makes consumers actually experience the elation and vigor of the new offering.

Commenting on the new campaign, **Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, "The new Hair & Care fruit oils address the hair nourishment needs of its young contemporary consumers. It redefines the traditional source codes of nourishment and introduces the much needed stimulating oiling experience amongst today's youth. The campaign is built to disrupt the category by presenting this product innovation, not through a narrative but by demonstrating the visual delight of its ingredients and hair that is full of energy."

The new launch, driven by a 360 degree campaign, focuses on key markets of the Hindi speaking belt. In addition to the TVC, it is being promoted through high impact outdoor and print campaign, an engaging digital campaign and cinema branding, amongst others.

Russell Barrett, CCO & Managing Director BBH India added, "It's always wonderful when you're doing advertising for a product with a genuine, clear and palpable difference. Hair & Care Fruit Oils is a first of its kind hair oil for a younger audience and hence our advertising had to reflect that. What excited us was the innovation of the product, so, we wondered *what if* we could have people feel the energy and goodness of fruit rather than merely present a logical argument for it. And our partners at Marico said, *why not!*"

TVC Link: <https://www.youtube.com/watch?v=onXanVaR90k>

Agency credentials:

Advertising Agency - BBH India
CCO & Managing Partner: Russell Barrett
CEO and Managing Partner: Subhash Kamath
Head of Strategy & Managing Partner: Sanjay Sharma
Creative Directors – Sapna Ahluwalia, Yohan Daver
Copywriter – Yohan Daver
Art Director – Sapna Ahluwalia
Strategy Director – Yudhishtir Agarwal
Senior Strategist – Naina Meattle
Head of Production – Khvafar Vakharia
Executive Producer – Stuti Guha
Business Head – Anish Kotian
Sr. Business Partner – Rajat Pandey
Business Partner – Ritu Hathi

About Marico Limited:

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2015-16, Marico recorded a turnover of about Rs. 61 billion (USD 915 Million) through its products sold in India and about 25 other countries in Asia and Africa.

Marico touches the lives of 1 out of every 3 Indians, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 16% in Turnover and 19% in Profits over the past 5 years.