

## Parachute Advansed Coconut Crème Oil introduces #OilKaNayaAvatar campaign that reinvents oiling

**Mumbai, May 2019:** Parachute Advansed Coconut Crème Oil, by Marico Limited, recently launched the **#OilKaNayaAvatar campaign** that encourages millennials to experience the wonders and benefits of oiling through a new age innovative format. Parachute Advansed Coconut Crème Oil gives all the nourishment of oiling in just 30 minutes with a unique blend of coconut milk and coconut oil. It aims to reinvent oiling by seamlessly integrating it in a girl's busy lifestyle. The innovative product range from Marico comprises of a Crème Oil pre-wash nourisher, an intense nourishment shampoo with the softness of coconut milk as well as a post-wash nourishing serum oil.

Bollywood celebrity Kiara Advani kickstarted the campaign by sharing her hair care dilemma through a "Rant video" on Instagram complaining of the lack of time to oil her hair as her Mother would want her to do. A few days later, as the campaign gained momentum, Kiara revealed her happiness through a fun "Rap" song on discovering the solution to her hair nourishment needs, #OilKaNayaAvatar - Parachute Advansed Coconut Crème Oil!

**Till date, the Rap video has received 1.3 million views and the Rant video over 1.5 million views on Instagram.**

**Koshy George, Chief Marketing Officer, Marico Limited** said, "We are focussed on expanding our hair nourishment portfolio through premium innovations that solve the consumer's unmet needs. Parachute Advansed Coconut Crème Oil is an ally for the millennial who believes in hair nourishment with oiling but may not have enough time to make it a habit. Through the #OilKaNayaAvatar campaign, the brand aims to connect with millennials who wish to stay rooted to the tradition of oiling with the convenience of time in a new-gen format."

Talking about her hair care regime **Kiara Advani, Bollywood celebrity** said, "My hectic work schedule and the lack of time have left me with no such thing as a hair care regime. Things that were fundamentally good for my hair, like oiling, are now getting more difficult to stick to as a routine. Parachute Advansed Coconut Crème Oil has truly turned out to be #OilKaNayaAvatar. The crème oil is so quick to absorb and requires only 30 minutes of application, which gives me the freedom to go about my day-to-day activities without having to oil my hair overnight. While I have always managed to find modern solutions to other traditions, oiling was always an elusive one. Not anymore!"

### **The Rap lyrics:**

***"Maa ke tarike mein dikkat nahi,  
Oiling mein time ki ab jhanjhat nahi  
Kyunki Creme Oil, oil ka Naya avata  
Keeps me rooted, My way yaar!  
Creme oil se mila mujhe solution***

***Baalon ko mera mila quick and pura poshan  
Baalon ki care ab problem nahi  
Easy hai oiling ab mushkil nahi  
Creme Oil, oil ka Naya avatar  
Keeps me rooted  
My way yaar!***

Kiara Advani's peppy rap is available here:

[https://www.instagram.com/p/Bw9DcPyjAeJ/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/Bw9DcPyjAeJ/?utm_source=ig_web_copy_link)

The product range is available across all modern and general trade outlets and pharmacies in Maharashtra and Bangalore as well as e-commerce portals like Nykaa, Amazon and Flipkart nationally.

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**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 2017-18, Marico recorded a turnover of INR 63 billion (USD 982 Million) through its products sold in India and chosen markets 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 business contributes to about 22% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Thuan Phat and Isoplus. Marico's focus on delivering sustainable business and earnings growth has so far resulted in a healthy shareholder return of 26% CAGR since listing in 1996.