

Nihar Naturals celebrates the progressive, strong 'Akai Aiksho' women of today in its latest campaign

Mumbai, May XX , 2018: Nihar Naturals Coconut Hair Oil, the market leader in eastern India has unveiled its latest campaign, "Akai Aiksho" to highlight the power and strength of the modern woman. The brand caters to progressive Indian women and has always celebrated their innate strengths and successes through all its communication.

'Akai Aksho' is a colloquial Bangla phrase which means "One is equal to hundred" and is aptly captured in the TVC through the spirit of modern Indian women who are independent, powerful and self-sufficient. Nihar Naturals has always championed a progressive and modern depiction of women and continues to do so through this new campaign conceptualized and created by BBH India. It features Nihar Naturals' long-term brand ambassador, Vidya Balan and drives a strong message celebrating the essence of womanhood.

Women today are free-spirited, courageous and strong, irrespective of their age and economic backgrounds. The TVC captures this insight by depicting stories of three women demonstrating strength in their daily lives – the strength to achieve, to show compassion and nurturance and the strength to protect. It celebrates women through a symbolic manifestation of Goddess Durga, who is hailed for her virtues beyond the realms of religion, social or economic divide. Nihar Naturals embodies this same spirit of Akai Aiksho'. It is nourishing coconut hair oil that promises strong hair for the today's strong woman.

Speaking about the launch of the new campaign, **Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, "Over the years, Nihar Naturals through its campaigns has aimed to break all stereotypes against women and celebrated their courage and strength. Through this new campaign, the brand builds on this core belief to say that every woman is *Akai Aiksho – She alone is enough to handle all the vicissitudes in life*. Nihar Naturals a nourishing coconut hair oil enriched with the goodness of methi, promises strong hair for this strong woman of today."

Shruti Das, Creative Director - Art, BBH said, "Women have always had the inner strength that makes them capable of doing anything. They are equal to a hundred, they are enough alone and through this campaign, we celebrate this spirit in women, captured in a very powerful phrase 'Akai Aiksho'.

The idea is brought alive through small stories of strength displayed by women in their everyday lives and through the visual symbolism of these regular women juxtaposed as an avatar of Goddess Durga, the epitome of strength in a woman. Even the music is created using a contemporary rendition of a famous Durga chant, thus leaving the woman with a feeling of empowerment."

TVC Link : https://youtu.be/lpe_e6-vBPE

Agency Credentials:

Agency: BBH India
Chief Creative Officer & Managing Partner – Russell Barrett
CEO & Managing Partner: Subhash Kamath
Planning Head & Managing Partner: Sanjay Sharma
Creative Director (Art) – Shruti Das
Creative Partner (Copy) – Shreyans Gupta
Business Head – Anish Kotian
Sr. Business Partner – Anish Raghu
Business Partner – Mukta Joshi
Strategy Director- Yudhishtir Agarwal
Strategy Partner- Pranoy Kanojia
Head of Production – Khvafar Vakharia
Executive Producer – Rahul Prakash

Production House

Production House: Electric Dreams Film Company
Director: Aniruddha Sen
Producer: Suparna Chatterjee
Director of Photography: Satyajit Pande (Setu)
Music Director: Subhajit Mukherjee
First Assistant Director: Abhinandan Gupta
Line Producer: Mahesh Roy
Post Producer: Sanjeep Pradhan

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 Advanced, 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.

About BBH India

For 34 years, BBH has used the power of difference to create world-class ideas that make a difference to our clients' businesses.



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Born of the same principle, BBH India was founded in 2009 and since then has grown very rapidly to a staff strength of 72 people. Young, nimble and black sheep to the core, the team is adept at providing effective business and marketing solutions. The agency works with a diverse & impressive portfolio of brands like Parachute, Axe, BookMyShow, ZEE5, Nihar Naturals and Diamond Producer's Association among many others. BBH is part of Publicis Groupe. www.bartlebogleharty.com