

This Pongal, Parachute Advansed celebrates women who choose to be themselves

An extension of the 'Mere Baal, Meri Jaan' campaign, the new film highlights how a woman's hair is reflective of her identity

Watch the film here: <https://www.youtube.com/watch?v=AUJsPwtJ7d8>

Mumbai, January 04, 2021: Marico Limited's premium hair-nourishment brand, Parachute Advansed, has launched a unique campaign, this Pongal. Parachute Advansed, which stands for nurturance and authenticity, once again emphasises the importance of hair and the role it plays in defining a woman's identity, through this campaign. Showcasing different hair looks that exemplify different forms of expression, Parachute Advansed urges women to express their authentic self.

Hair is not just core to a woman's appearance but also her personality. It is a statement, a means to self-expression. Whether she ties it in a bun or lets it down loose; opts for a bob cut or colours them unconventionally, it symbolises her feelings, moods and her true authentic self. With this profound understanding of a woman's relationship with her hair, Parachute Advansed's latest campaign urges women to wear their hair their way, this Pongal, and also give it the signature festive touch by adorning them with flowers.

Conceptualised by VML Y&R, against the backdrop of Tamil Nadu's hugely celebrated festival, Pongal, the new TVC depicts various women in their festive looks. Be it a traditional braided hairdo or a Thalaivar-inspired look – each woman is shown expressing their identity through their self or in this case, their hair. With catchy tunes and a festive playout, the campaign conveys how women express their authentic self through their hair.

Speaking on the new campaign, **Koshy George, Chief Marketing Officer, Marico Limited** said, "Parachute Advansed has always been every woman's ally in her journey of creating a unique identity. With nurturance and authenticity at the core, it has enabled today's women to express themselves. This year on Pongal, the brand aims to celebrate them through a distinctive campaign that brings to life this unique personification forging a deeper connect."

Venkatagiri Rao, CCO, VMLY&R SEA & India says: "For Pongal, we wanted to send out a message that even the most revered traditions only become more rich and alive when people add their own colour and spin to it. The Parachute Advansed campaign invites women to celebrate Pongal by unabashedly celebrating their own identities and hair choices. As a hair care brand, it's important to support those who don't have that freedom of self-expression, even in this day and age, by putting the topic out there and leaning into it. Thanks to the unique and robust Tamil style of music that underpins the campaign, a topic as everyday as



hairstyles gets infused with unbridled energy and flair that feels very uniquely Tamil, and also gets the spotlight it deserves.”

Credits:

Agency: VMLY&R India

CEO: Anil Nair

CCO: Venkatagiri Rao

ECD: Kevin Lobo

Creative Team: Mahesh Ambaliya, Sunil Shinde, Ipsita Barik, Harish Jadhav, Shivali Sharma, Ashwini Bhavsar

Business Director: Alpa Dedhia

Group Head Client Solutions: Khadija Attarwala

Client Solutions Executive: Sejal Choudhary

Agency Producer: Saurabh Pal

Production House: ARF in association with MASK FILMS

Director: SV Ashwathram

Executive Producers: Shruthi Nayak Sharma & SV Ashwathram

Producer: Arun Sivakumar M

Cinematographer: Shivendu Kudalkar

Music Composer: Arvind Raghunath

Lyrics: Balaji Venugopal

Singer: Rajalakshmi and Senthil

Musicians: Nadaswaram - Bala, Percussions - Shruti Raj, Rhythm Programming - Vicky RG (Vicky Bala Subramaniam), Arvind Raghunath, Synth, Keyboard, Additional Programming - Arvind Raghunath

About Marico Limited

Marico (BSE: 531642, NSE: “MARICO”) is one of India’s leading consumer products companies, in the global beauty and wellness space. During 2019-20, Marico recorded a turnover of about INR 73.1 billion (USD 1.03 billion) 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, Saffola, Saffola FITTIFY Gourmet, Saffola ImmuniVeda, Hair & Care, Parachute Advansed, Nihar Naturals,



Mediker, Kaya Youth, Coco Soul, Revive, Set Wet, Livon, Veggie Clean, KeepSafe, Travel Protect, House Protect, Beardo. The international consumer products portfolio contributes to about 23% of the Group's revenue, with brands like Parachute, Parachute Advansed, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, Mediker SafeLife, Thuan Phat and Isoplus.