

Nihar Shanti Amla unveils latest campaign ‘Dikho Khoobsurat, Karo Khoobsurat’ conceptualized by BBH India

The campaign features brand ambassador Vidya Balan

Mumbai, May 16, 2016: Nihar Naturals Shanti Amla, one of the fastest growing hair oil brands in the country launched its latest campaign – Dikho Khoobsurat, Karo Khoobsurat in tandem with its long term commitment to furthering children’s education in the country.

A brand whose name is almost synonymous to its humanitarian approach towards society, Nihar Naturals Shanti Amla has undertaken the cause of children’s education at the heart of its existence. Embarking on this mission four years ago to make education accessible to children across India, the brand contributes 5% of its profits towards children’s educational development, thereby becoming an enabler for consumers to make a positive change to the society.

The TVC created by BBH India showcases Vidya Balan walking through the streets, wherein people are gesturing to ward off the evil eye or traditional Indian habit of ‘*Nazar Utaarna*’. While walking, packs of school children start following her lead. At the end of the TVC, Vidya gives credit to Nihar Shanti Amla for her long, lustrous and beautiful hair, which is garnering her admiration from these people. She adds that not only does the brand help add to her appeal, but also takes on its commitment to educate children, by contributing 5% of its profits towards this cause. The tagline ‘Dikho Khoobsurat, Karo Khoobsurat’ further reiterates the brand purpose of Nihar Shanti Amla of being an ally to progress.

Speaking about the new campaign, **Anuradha Aggarwal, Chief Marketing Officer at Marico Limited** says, "It has been four years since Marico started investing in educating underprivileged children through Nihar Naturals Shanti Amla, with a clear objective to bring about a discernible change in the society. The new campaign, ‘Dikho Khoobsurat, Karo Khoobsurat’ captures the essence of our brand purpose of giving you healthy and radiant hair, while focusing on the creation of an environment where children are not compelled to drop out of school for financial reasons."

Subhash Kamath, CEO & Managing Partner, BBH India adds "We've always seen Nihar as a very progressive brand. And progressive brands don't just say things, they do things that make a real difference to people's lives. In that context, Nihar Shanti Amla has been consistently successful by giving it's consumers a dual benefit i.e. get great looking hair as well as do good for society by promoting children's education. We've stayed on this 'Look good & do good' premise for 4 years now and it's paying rich dividends. I believe this new commercial will help grow the brand from strength to strength"

Rajesh Mani, Executive Creative Director, BBH India said, "To bring alive the brand’s twin purposes, we used a very slice of life creative device – “nazar utaarna”. In normal sense, the gesture of nazar utaarna is more for an outward personification of beauty but in this case our brand ambassador – Vidya Balan is being appreciated not just for her great hair but also for being a change agent. The visual narrative is symbolic of what the brand does and the earthy lyrics, sung in a child’s voice, adds memorability to the film."

Credits

Advertising Agency: BBH Mumbai, India
CEO and Managing Partner: Subhash Kamath
Chief Creative Officer and Managing Partner: Russell Barrett
Planning Head: Sanjay Sharma
Executive Creative Director: Rajesh Mani
Business Head: Anish Kotian
Creative Directors: Kumar Suryavanshi and Shruti Das
Lyricist: Kumar Suryavanshi
Planning Director: Yudhisthir Agarwal
Agency Producer: Khvafar Vakharia
Senior Business Partner: Rajat Pandey
Production House: Chrome Pictures
Director: Hemant Bhandari

TVC Link: <https://youtu.be/Y6vIOj-yx60>

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 created world-class ideas that make a difference to our clients' businesses. Setting them apart from their competitors.

BBH India was founded in 2009 and since then has grown very rapidly to 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 has worked with brands across sectors like FMCG, Auto, BFSI, Real Estate & Technology. Some of the brands in its portfolio are Unilever, Marico, Diageo, DSP BlackRock, CRY, among many others. BBH is part of Publicis Groupe.