

## Set Wet celebrates Mother's Day with the "Sada Sukhi Raho" campaign

*Series of digital films explore the unique nuances of a mother-son  
relationship*

**Mumbai, 10<sup>th</sup> May 2019:** Set Wet, Marico's male grooming and hair styling brand, has launched its first-ever Mother's Day campaign "Sada Sukhi Raho" with a 2-part digital film series that strikes a nostalgic chord, urging young people to take a pause and call their mother.

The series of films is a heartfelt reminder of how mothers always look out for their sons and it is important to acknowledge her – probably your first ever stylist, growing up. She may critique him but will always want the best for him. But as the times have evolved and as children grow up, this relationship with the mother is often unknowingly taken for granted. Set Wet aims to rekindle and celebrate this very bond.

The first film depicts a young boy who is occupied with various things through the day and is therefore not answering his mother's call. On reaching his hostel, he finds a parcel from his mother along with an endearing note. He immediately gets teary and returns his mother's call.

In the second film, a young boy raised by his single mother goes through multiple ups and downs as he grows up, but remains thankful to his mother for her constant support. Towards the end of the film, he takes it upon himself to support her in the next phase of her life.

In continuation with the Set Wet campaign "Sada Sexy Raho", this mother's day communication plank "Sada Sukhi Raho" echoes the notion that as a young boy grows up, several aspects including his hair styling habits change but the relationship with his mother remains constant. Thereby affirming that, behind every son is an equally considerate and stylish mother. While Set Wet teaches young men how to style their hair and make a lasting impression, through this campaign the brand salutes the most integral person in his life who has taught him everything else.

**Video 1:** <https://www.youtube.com/watch?v=qW4nULILWJY>

**Video 2:** <https://youtu.be/OOho1FEo6wM>

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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



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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.