

## Set Wet launches its new campaign with Ranveer Singh

Urges consumers to move away from traditional styling techniques  
Encourages them to opt for gels to style their hair

**Mumbai, August 2017:** Marico's male grooming master brand, Set Wet Gels, has launched a new campaign 'Sirf Bal Banao mat, Bal style karo' for its consumers, urging them to embrace hair gels for styling their hair and move away from the regular and dated hair grooming techniques.

The style conscious young men today are striving to make bold statements with their looks. They appear to be extremely fashionable in their dressing with significant focus on wearing the right clothes and shoes, however, well-groomed and styled hair often takes a backseat. They mostly resort to the traditional methods like applying water and combing to advance their image which is passé now. Taking cognizance of this, brand's new communication aims to establish the *insufficiency of these regular styling techniques* and why it is essential to switch to gels to make that *lasting impression, and uplift their hair game*.

The campaign is launched through a TVC with Set Wet's brand ambassador Ranveer Singh in his charismatic, inimitable style, trying the regular methods of styling like application of water and sleek combing to garner attention from women. However, when everything fails, he switches to Set Wet gel to transform his look. This dashing new avatar helps him create a notable impression, catching the attention of the female protagonist. The ad film concludes with a message – "Sirf bal banana se impression nahi banta, bal style karke dekho".

Speaking about the launch of the campaign, **Anuradha Aggarwal, Chief Marketing Officer, Marico Limited** said, "Young men in India are becoming increasingly fashion forward and looking at ways to transform their looks, so as to stand out. Set wet wants to help these men make an impression. The new campaign establishes the inadequacy of regular styling techniques and encourages consumers to transform their look with Set Wet hair gels."

Set Wet further aims to leverage its campaign on the digital platform followed by various on-ground college activations across the key Hindi speaking markets.

**Pallavi Chakravarti, Executive Creative Director, Taproot Dentsu** said: "A significant part of our TG believes that running a comb through hair or patting hair down with water is sufficient to make an impression. Our idea was to underline the difference between "baal banaana" and "baal style karna", thereby making a strong case for gel. And of course, most importantly, to do this in the most un-boring way possible, keeping the Sada Sexy Raho tone of voice going."

**Link:** <https://www.youtube.com/watch?v=gRdxG5S7rBU>

**TVC Credentials:**

Agency- Taproot Dentsu India

CCO- Agnello Dias/Santosh Padhi

CEO- Umesh Shrikhande

ECD- Pallavi Chakravarti

Writers- Pallavi Chakravarti/Yogesh Rijhwani

Account Management- Ayesha Ghosh/Radhika Sabherwal/Gargi Raju

Account Planning- Anand Murty/Farah Bashir/Almas Ahmed

Production House- Soda Films

Director- Rajesh Krishnan

**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 2016-17, Marico recorded a turnover of INR 59 billion (USD 886 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 Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The International business 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 and Thuan Phat.

Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 10% in Turnover and 18% in Profits over the past 5 years.