

Marico relaunches Livon Serum in a brand new avatar with Kangana Ranaut

Mumbai, 14th October 2015: Marico has launched a new campaign to introduce its next-generation Livon Serum with an ultra-lightweight formulation and a brand new look. With the promise of transforming the face of serums, Livon will be showcased in a fully revamped identity through their latest advertising campaign. Leading this change is Livon's first ever brand ambassador, youth style icon- Kangana Ranaut who will also be driving the unique philosophy of "Free to be Fabulous".

The brand has kick started the launch through its new advertising campaign "Pretty Girl Swag", featuring Kangana Ranaut. With the tagline 'Live free, Live fab, Livon', the campaign highlights the swag that comes from fabulous looking hair, giving women the confidence and liberation to live their life to the fullest. The 45-second television commercial which is on air, showcases Kangana enjoying her hair and life wholeheartedly, with no strings attached.

This joy and liberation comes from Livon Serum's new ultra-lightweight formulation enriched with Vitamin E which delivers not just on great hair texture but also on damage protection. The product packaging has undergone a makeover in line with the "Pretty Girl Swag" positioning to drive disruption at the first moment of truth and creating desire to own the pack. The packaging inspiration is the cover of a beauty and fashion magazine.



Ms. Anuradha Aggarwal, Chief Marketing Officer, Marico Limited added, "The new Livon campaign takes inspiration from popular culture in creating a world of desire leveraging the lives and dreams of young girls today. We are delighted to have Kangana Ranaut as the face of brand. Not only does her appeal cut across age groups, regions and socio economic strata, but just like Livon she also reflects the brand's core values of being free-spirited, cheerful, liberated and spontaneous."

Livon was the pioneer in creating the hair serum category 13 years ago by introducing Livon Silky Potion. With this new positioning, the brand aims to bring to life its philosophy of "Free to be Fabulous", while driving relevance towards the use of serum by highlighting its functional and emotional benefits. The brand is reaching out to college-going girls, working women and young homemakers across all metros and mini-metros in India. The ad campaign has been conceptualized by DDB Mudra, Delhi.

Mr. Sambit Mohanty, Creative Head, DDB Mudra North shared the thought behind the film, "As a brand, Livon offers immense creative satisfaction as it allows one to showcase the liberated, expressive and spontaneous aspect of a woman's hair and beauty. It was fantastic working with Kangana on the campaign. With her liveliness and vibrancy, Kangana literally lives the brand thought of "Free to be fabulous."

Also taking into account that a sizeable chunk of the brand's TG is active online, the digital medium will be leveraged to give larger voice to the campaign.

TVC credentials:

Creative agency – DDB Mudra

Ad Director- Sunhil Sippy

Creative Head- Sambit Mohanty

Creative team- Tripti Surana, Suketu Gohel

Account Management- Ankita Chawla

Account Planning- Sumeer Mathur

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 2014-15, Marico recorded a turnover of about Rs. 57 billion (USD 940 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 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 18% in Turnover and 15% in Profits over the past 5 years.